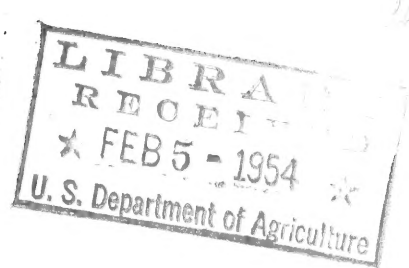


*The Charm of*

# *Chrysanthemums*



MAGNOLIA

## BLANCHARD GARDENS

SAN DIMAS  
CALIFORNIA

1 9 5 4

# TO OUR PATRONS

It has been a pleasure and a privilege to serve you these many years. May these happy relationships continue in the future as we continue to serve you with the best.

## BLANCHARD GARDENS

501 S. Walnut Ave.

Phone Lycoming 7-3891

SAN DIMAS, CALIFORNIA

WE SHIP TO ALL POINTS IN UNITED STATES,  
SOUTHERN CANADA AND HAWAII

## TERMS OF SALE

**Important—Read Carefully Before Ordering**

**Quotations:** The prices quoted herein are payable in U. S. currency and are as low as can be made for strictly first class merchandise. **Three per cent sales tax** must be added to the cost of all orders for delivery **in the state of California**. This list cancels all previous quotations.

**TIME OF SHIPMENT:** Plants are normally shipped through April, May and June. When available, plants are shipped earlier to Central South States.

**Filled Orders:** All orders are filled in strict rotation, carefully labeled, lightly and securely packed and delivered to the carrier in good condition. In case our stock of numerous listed varieties is exhausted, we reserve the right to cancel the order. To avoid the need of such action, order early. Assist in prompt delivery by using order sheet and **NAMING A SECOND CHOICE WHEN SUBSTITUTION IS PERMISSIBLE.**

### READ VERY CAREFULLY

**SHIPMENTS:** If plants are to be shipped by parcel post, please add cost of postage as per schedule below. All prices quoted are F.O.B. San Dimas, California. **To insure better delivery we suggest Air Parcel Post in Zones 6, 7, and 8.**

**SPECIAL DELIVERY WILL EXPEDITE THEIR MOVEMENT.** For this service 35 cents up to 2 pounds, 45 cents up to 10 pounds, and 60 cents above 10 pounds **must be added to the basic rate.**

**MINIMUM ORDER \$3.00. NO. C.O.D.'S PLEASE.**

Any replacement request must be made within ten days after plants are received. Please send postage for replacements. Refunds are made after July 1st.

**No Guarantee:** While we exercise utmost care to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. All orders are accepted on the above terms.

**Claims for Damage:** All claims for damage must be entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies we cannot be responsible for plants damaged in transit by respective extremes in temperature, rough handling or injury due to delayed delivery.

## AIR PARCEL POST RATES

### ZONES

Number of Plants	Weight in Pounds	1-2-3	4	5	6	7	8
1-15	1	\$ .60	\$ .65	\$ .70	\$ .75	\$ .75	\$ .80
16-32	2	1.08	1.15	1.26	1.39	1.47	1.60
32-54	3	1.56	1.65	1.82	2.03	2.19	2.40
55-75	4	2.04	2.15	2.38	2.67	2.91	3.20
76-95	5	2.52	2.65	2.94	3.31	3.63	4.00

## NEW PARCEL POST RATES

### ZONES

Number of Plants	Weight in Pounds	1-2	3	4	5	6	7	8
1-12	1	\$ .23	\$ .23	\$ .24	\$ .26	\$ .28	\$ .30	\$ .32
13-26	2	.27	.29	.31	.36	.40	.46	.51
27-40	3	.31	.34	.38	.45	.52	.61	.69
41-54	4	.35	.39	.45	.54	.64	.76	.87
55-75	5	.39	.44	.52	.63	.76	.91	1.05

# Standard Feather and Spider Varieties

## PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .35
3 of One Name.....	1.00
6 of One Name.....	1.85
12 of One Name.....	3.50

**AGNES**—(Our 1944 introduction). A strikingly beautiful pale orchid pink spider. Fine tubular petals widening near the ends, curling ribbon like and show to advantage the barbs of an attenuated fishhook tip. Good foliage and stem. Mat. Nov. 5 **50 cents each; 3 for \$1.35**

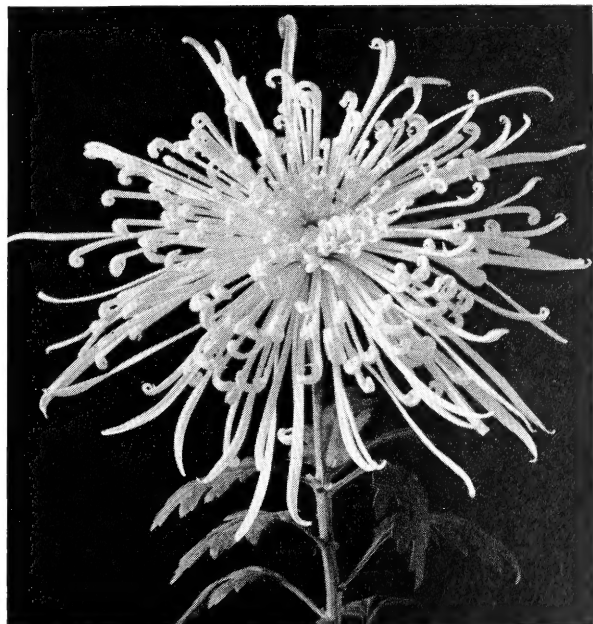
**ALICE TASHIMA**—Very full pure white. The well formed tubular petals terminate in spoon or fishhook tips. Tall. Mat. Oct. 15.

**ANNE**—A large pure white spider of most distinctive formation. The wide tubes are well arranged and radiate from a full center with a lovely sweeping effect. Med. hgt. Mat. Oct. 5.

**ANTOINETTE BUSH**—White. Large long tubular petals with fishhook tips cascading from a very full center. Tall. Mat. Oct. 20. (See illus. below.)

**AUTUMN QUEEN**—(This is one of our 1950 introductions). A large orchid pink flower most distinctive in type. Well arranged wide tubes radiating from a full center and forming a well shaped open bloom. Tall Mat. Oct. 20. (See illus. right.) **50 cents each**

**BERTHA OLIVER**—(Our 1934 introduction). A deep pink spider with large tubular petals. The inner surface of each widely opened fishhook tip is richly lined with amaranth red. Med. hgt. Mat. Oct. 25.



**ANTOINETTE BUSH**



**AUTUMN QUEEN**

**BESS WITT**—A pleasing combination of apricot bronze and salmon pink. Has long straight tubular petals. Med. hgt. Mat. Oct. 10.

**BUNBU**—Large tube, deep pinkish lilac in color. Diameter 12 inches. Tall Mat. Nov. 1 (See color illus. page 14.)

**BUTTERFLY**—A large, clear yellow flower with graceful medium tubes. These radiate from a full center and terminate in well defined fishhooked tips. Med. hgt. Mat. Oct. 25. (See illus. page 4.)

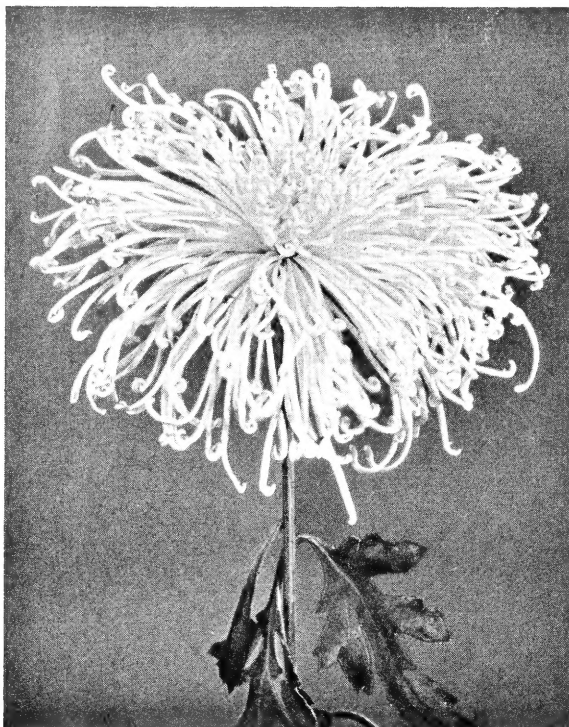
**CATHAY**—This large tube spider, with its soft delicate shades of Champagne with open tips of brilliant red, is very striking in appearance. Fine stiff stems with food foliage. Med. hgt. Mat. Oct. 25. (See illus. page 4.)

**CELESTIAL BEAUTY**—The enchanting beauty of this quilled, petaled flower of silvery lavender is indeed unique. The spoon tips open to show a warm exquisite shade of crimson-purple, thus making this dome shaped bloom quite outstanding among all others of its class. Tall. Mat. Nov. 5. (See illus. page 4.)

**50 cents each; 3 for \$1.35**

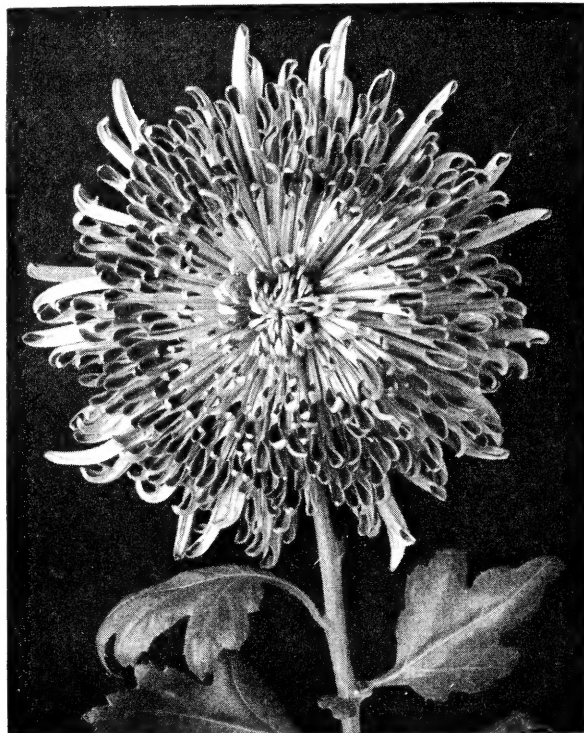
**CENTENNIAL**—This fine tube spider, with its lovely soft golden bronze color, has well defined hooked tips, curling sharply upward. An excellent example of best spider type. Mat. Oct. 25.

**50 cents each; 3 for \$1.35**

**BUTTERFLY**

**CHUNKING**—A deep Champagne with shadings of crushed raspberry. Has very slender tubes terminating in upturned hooked tips. Tall. Mat. Oct. 20. (See illus. page 5.)

**COPPER ROCKET**—This fascinating flower is an exquisite buff, deepening in the center. The long tubular petals open into a spoon of lovely tan. There is a lilac sheen over all. Med. hgt. Mat. Nov. 5. (See illus. page 5.)

**CATHAY**

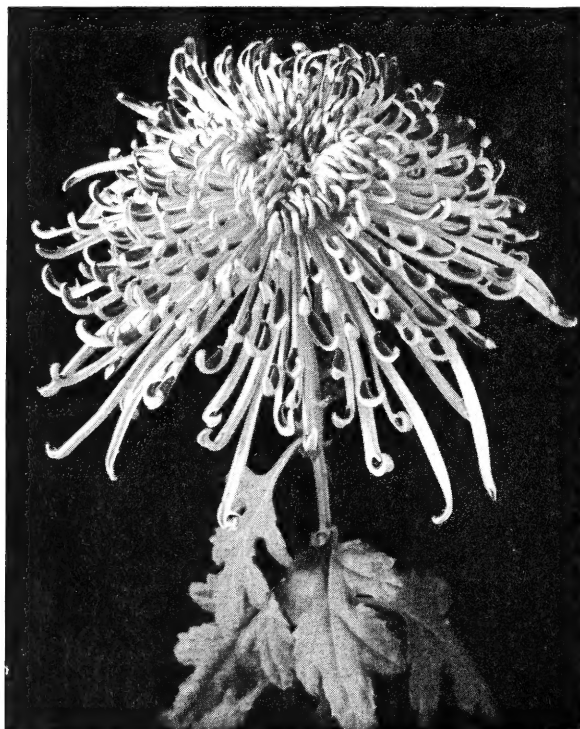
**DAINTY WHITE**—A dainty, pure white spider with slender, tubular petals. The tips are barbed and gracefully curled. Med. hgt. Mat. Oct. 25.

**EMERALD ISLE** — (Our 1949 introduction). When this flower opens the general effect is light green. This dainty thread-like tube undergoes such rapid changes in color as it matures, that a definite description is hard to give. The color is really a uranium green shading out to a creamy white and creating a beautiful symphony in color. Med. hgt. Mat. Nov. 1. (See color illus. page 12.) **\$1.00 each**

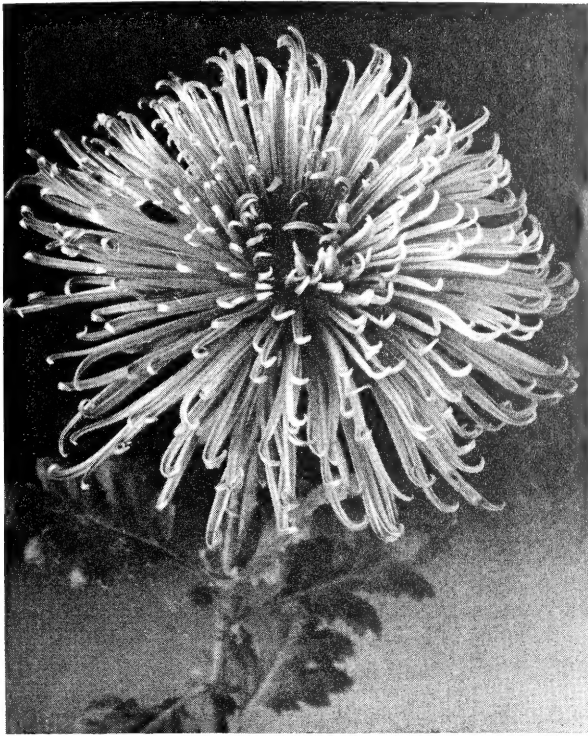
**FRANCES KNIRSCH**—(Our 1951 introduction). A medium size, fine tubed buff colored spider with very full petals extending slightly upward. The tips are the conventoinal fishhook type, the open ends of which are bright red in color. Med. hgt. Mat. Oct. 20. (See illus. page 5.)

**50 cents each**

**GEORGINA HEDINGER**—(Our 1946 introduction). This gorgeous florescent plume may aptly be termed a symphony in pink. Start with the brightly colored crowning mass of short, curly petals and follow downward along the smooth expanse of slender, graceful tubes to their termination and you will have run the full scale of pinks in all their variations. Has large, open fishhook tips innerlined with crimson amaranth. Med. hgt. Mat. Nov. 1. (See color illus. page 10.)

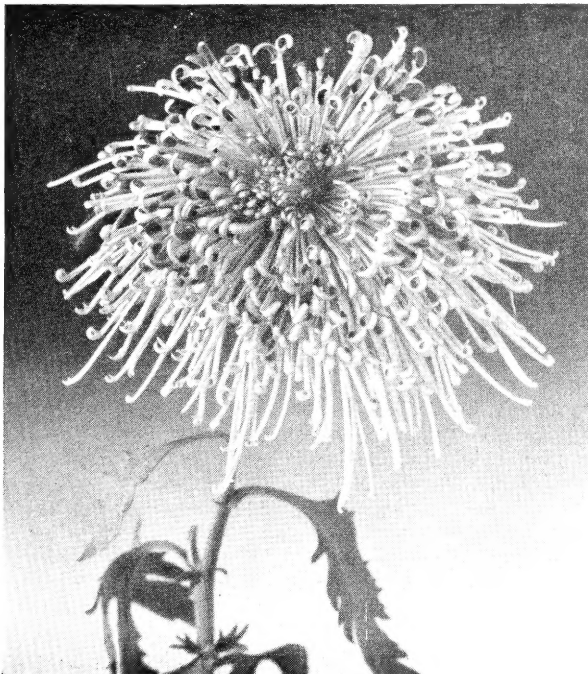
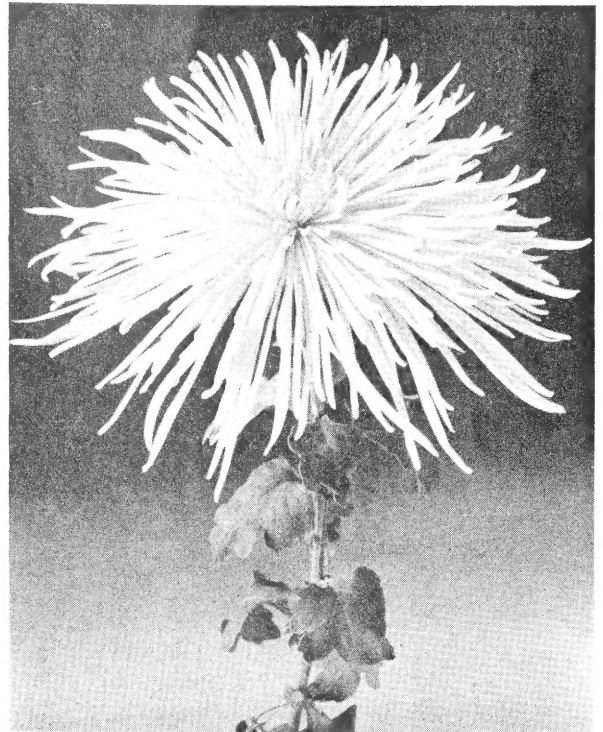
**50 cents each; 3 for \$1.35****CELESTIAL BEAUTY**



**CHUNGKING****GOLDEN WONDER—(Our 1944 introduction).**

A flower that is aptly named, for verily it is a golden wonder. It has the conventional slender, tubular petals with slightly upturned fishhook tips billowing downward from an unusually deep full center. Med. hgt. Mat. Nov. 10. (See illus. below right.)

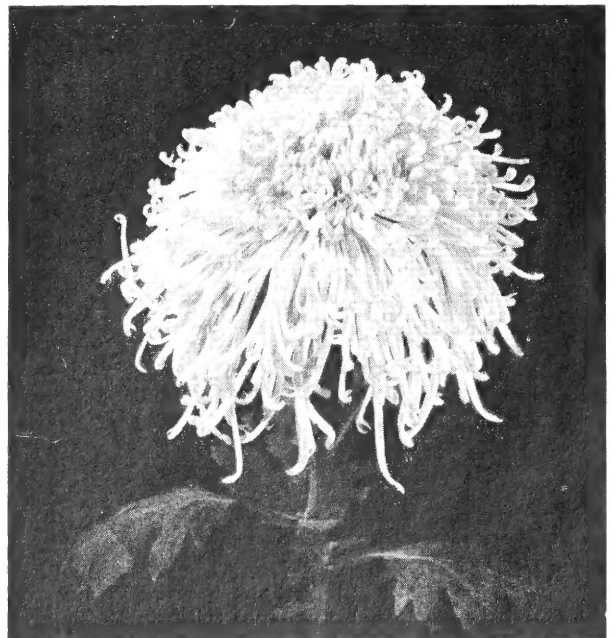
**ITO PINK**—One of the very best spider types for cut flowers. Full center with long quilled petals cascading downward. A medium pink throughout. Med. hgt. Mat. Nov. 1. (See color illus. page 10.)

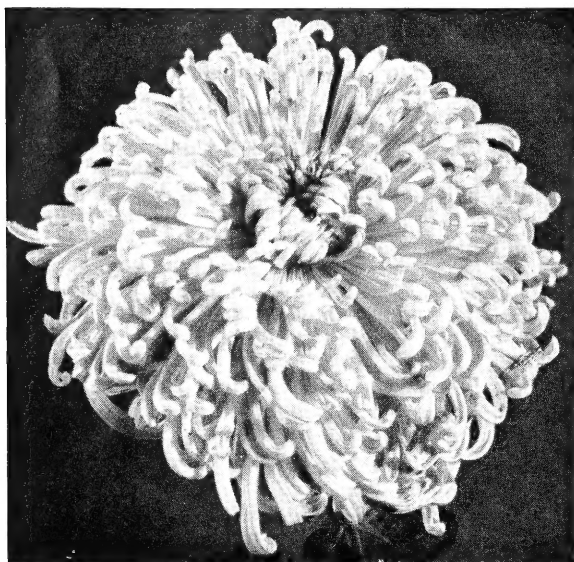
**50 cents each****FRANCES KNIRSCH****COPPER ROCKET**

**KATHERINE LOUISE**—Delicate orchid. Large tubular petals terminate in open tips which hook slightly upward and show a darker shade of orchid within. Med. hgt. Mat. Nov. 15 on. (See illus. page 6.)

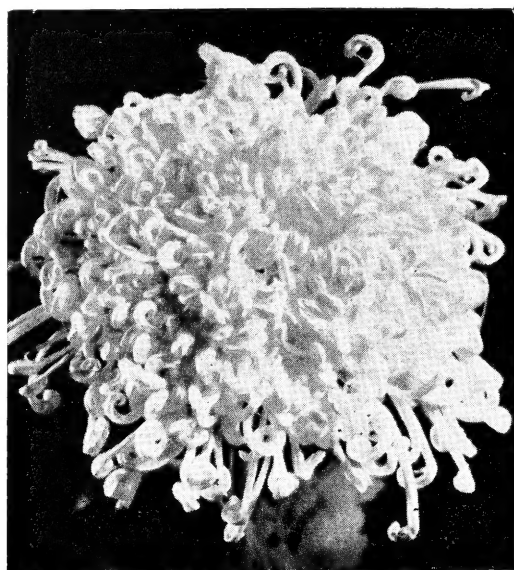
**KAY TASHIMA**—Giant size white. Large tube. Fishhook tipped. Mat. Oct. 1. (See illus. page 6.)

**LADY BIRD**—Medium orchid pink throughout. Probably this is the most slender threadlike spidery variety we have ever seen. Med. hgt. Mat. Oct. 5.

**GOLDEN WONDER**



KATHERINE LOUISE



KAY TASHIMA

**LAVENDER BEAUTY**—(Our 1942 introduction). —Very large light lavender with medium tubes. Open fishhook tips curl slightly upward, showing to advantage purplish amaranth within. Med. hgt. Mat. Oct. 15.

**LORRAINE** — Large lemon yellow spider of quality. Excellent quilled petals terminate in open spoon tips curling inward. Tall. Mat. Oct. 20. (See illus. below.)

**LYRIC**—In color a deep orchid pink. This lovely bloom has rather wide straight petals which are cord-like in shape similar to Rayonnante. Attains great size when disbudded. Mat. Oct. 30.

**MAMORU**—A bright orange bloom shading inward to a rich orange-bronze center. Has excellent keeping qualities, an abundance of lively green foliage and tall stiff stems. Ideal as a cut flower. Mat. Oct. 20.

**MARIA**—A rich creamy flower with a pronounced greenish overcast. Has large tubular petals terminated by slightly barbed, reflex tips. In full bloom an open center displays a contrasting bright yellow disc. Responds to disbudding. Med. hgt. Mat. Oct. 15. (See color illus. page 12.)

**MARIE TASHIMA**—White. Large tube. Fishhook tips. Diameter 12 inches. Mat. Oct. 5. (See illus. page 7.)

**MARSHA**—A pure white spider. Fine tubular petals which widen at the ends and show to advantage the barbs of an attenuated fishhook tip. Very full centered thus being a most distinctive bloom. Med. hgt. Mat. Nov. 1.

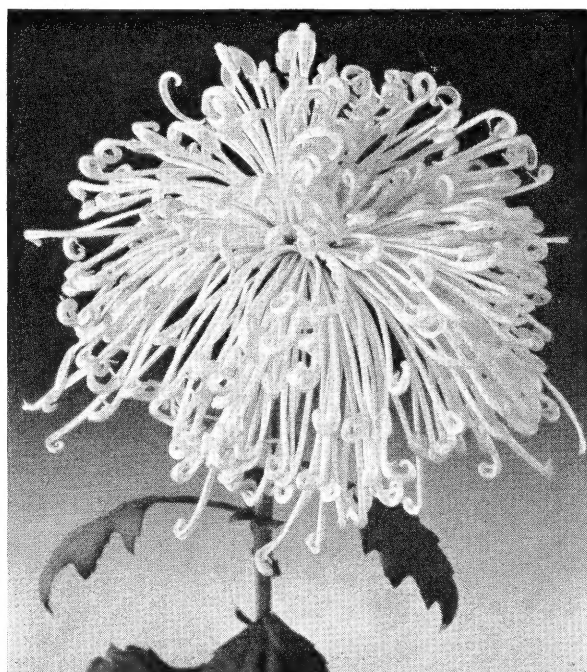
50 cents each; 3 for \$1.35

**MAUVE**—A wine red spider with slender, tubular petals cascading downward from a very full center. As a departure from the conventional fishhook type this bloom has a combination of closed tubes, plain hook tips, fishhook tips and spoon tips. A charming bloom as well as unusual. Tall. Mat. Nov. 1.

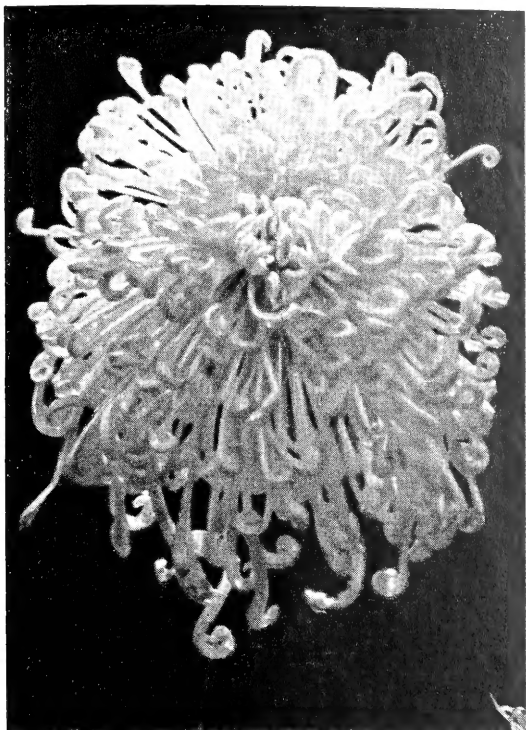
**MELODY**—Clear, deep yellow with large tubular petals radiating horizontally from a full center. Open hooked tips curve gracefully upward. Med. hgt. Mat. Oct. 10.

**MISS GENA HARWOOD**—Rosy mauve. Sport from Rayonnante. Tall. Mat. Oct. 15. (See color illus. page 10.)

**ITSUKO**—A fascinating French gray spider with fullness of center and symmetry of form. Has long slender tubes and bright lavender terminal ringlets innerlined with brilliant red. Med. hgt. Mat. Nov. 10.



LORRAINE

**MARIE TASHIMA**

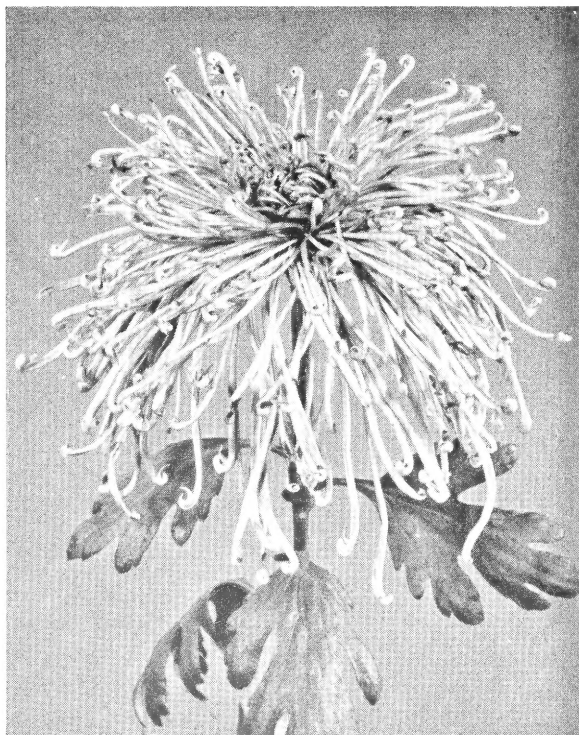
**MORGAN'S WHITE**—A pure white spider of excellent quality. Fishhook tips terminate the long quilled petals which billow downward gracefully. Med. hgt. Mat. Oct. 15. (See illus. above right.)

**NIGHTINGALE**—A spidery type bloom of most unusual coloring. Difficult to describe, but believe that the term "Chartruese green" covers the description fairly well. Will fade under strong sunlight, therefore we recommend a shade over the plant as soon as the buds begin to open. Med. hgt. Mat. Oct. 25. **\$1.00 each**

**MORGAN'S WHITE**

**PALI**—A very delicate pink spider with long ribbon-like petals cascading downward from a full center of a darker shade. The open, hooked tips curl gracefully upward. Is a tall grower with stiff stem and excellent foliage. Mat. Nov. 1. (See illus. below left.)

**PATRICIA GRACE** — Long, cord-like petals. Delicate rose-pink of exquisite shade. When disbudded attains a size of 12 inches. Med. hgt. Mat. Oct. 15.

**PALI****PAUL MILLER**



**PINK EXQUISITE**

**PAUL MILLER**—(Our 1942 introduction). An unusually large medium tubed buff colored spider with very full red center shading to a coppery bronze. The tips are of the conventional fishhook type, the open ends of which are bright red in color. Tall. Mat. Oct. 15. (See illus. page 7).

**PEACE**—(Our 1951 introduction). Medium tube petals of deep yellow with a barbed open spoon showing a carmine red within. Tall. Mat. Nov. 5.

**50 cents each**

**PEGGY ANN HOOVER**—Light delicate pink with straight medium tubes. An old number, but still a great favorite. Med. hgt. Mat. Oct. 25.

**PINK MAMORU**—A delightful pink spider with medium tubes radiating from a full center. The open hooked tubes add grace to the beauty of this delicate bloom. Med. hgt. Mat. Oct. 20.

**50 cents each**

**PRIMA DONNA**—(Our 1951 introduction). A very large pure white spider with medium tubes terminating in slightly upturned open fishhook tips. When disbudded will attain a size to 7 inches or more. Med. hgt. Mat. Oct. 15.

**50 cents each**

**PUNCH BOWL**—A rich burgundy red spider with medium tubes gently falling away from a deep full center. Tips are open, hooked and tightly curled upward. The answer to a true chrysanthemum lover's dream of perfection. Med. hgt. Mat. Nov. 1 (See illus. right.)

**PURE GOLD**—(Our 1951 introduction). This fine tube spider, with its lovely old gold color in the center, shades off to chrome yellow at the ends of the petals. The tiny open spoon tips show a bit of red which greatly adds to its beauty. Med. hgt. Mat. Oct. 15.

**50 cents each; 3 for \$1.35**

**QUEEN OF BEAUTY**—(Our 1949 introduction). A flower of outstanding merit. When fully matured the long petals form a complete ball. They are tipped with rich cream white while the main color is pinkish-lilac, with mauve shading in the petals near the center. A most unusual color scheme. Blooms eight inches in diameter. Tall. Mat. Nov. 1. (See color illus. page 12.)

**50 cents each; 3 for \$1.35**

**QUEEN'S LACE**—A silvery white with slender, quilled petals falling gracefully downward. Very full with attractive foliage. Med. hgt. Mat. Oct. 15.

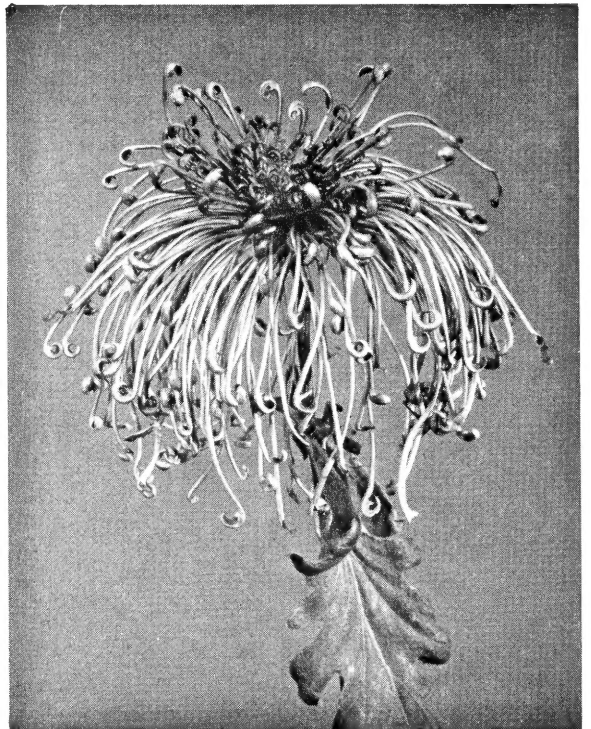
**ROYAL APRICOT**—(Our 1951 introduction). The petals are apricot bronze in color. Some are quilled and feathery in type, some are spoon-tipped and others are tubulated. The large open spoon shows a deep rose red of great brilliance. Tall. Mat. Oct. 20.

**50 cents each; 3 for \$1.35**

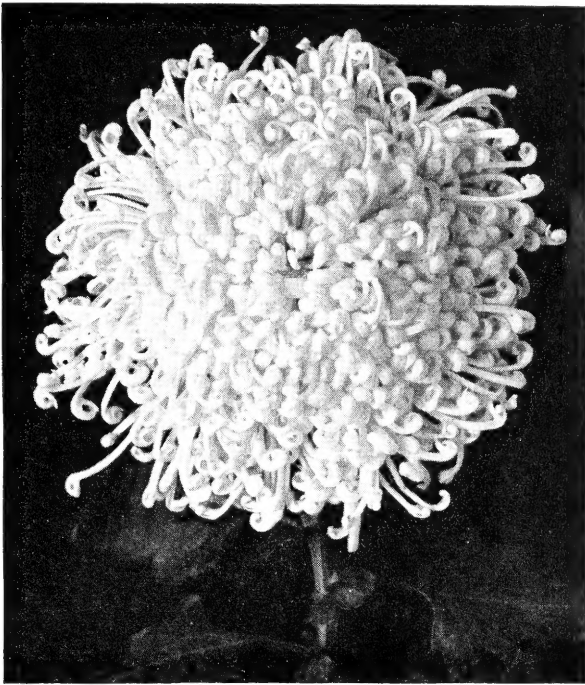
**SARAH MORASCH**—The color of this charming spider is a peony purple with carmine shading. An airy graceful flower with long slender petals ending in an orchid fishhook tip. It carries the characteristics of one of its parents—Punch Bowl. Med. hgt. Mat. Oct. 25.

**SILVER LACE**—This pure white spider has been consistently one of the very best for many seasons. A rugged producer of giant sized flowers when disbudded. Med. hgt. Mat. Oct. 15.

**SNOWY**—A good late pure white spider with very slender tubes terminating in upturned hooked tips. An excellent example of the fishhook type. Tall. Good foliage. Mat. Dec. 1. (See illus. page 9.)

**PUNCH BOWL**



**SNOWY**

**SONDRA GAIL**—A beautiful blend of buff, bronze and coral shades. The medium tubular petals widening near the ends form perfect barbs of an attenuated fishhook tip. Med. hgt. Mat. Oct. 25. **50 cents each; 3 for \$1.35**

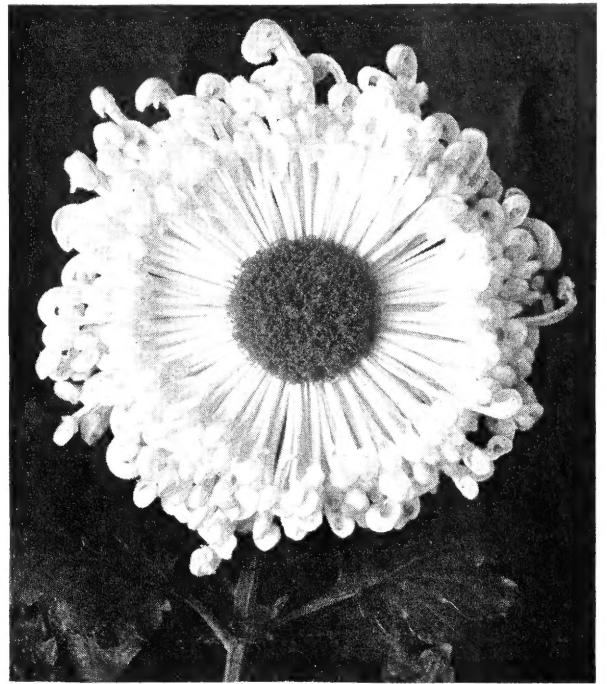
**SOUVENIR**—Light salmon pink. Large tube. Tall. Diameter 12 inches. Mat. Oct. 25. (See full color cut on back page.) **50 cents each; 3 for \$1.35**

**SUNNYSLOPE SPLENDOR**—In the course of development this wonderful bloom undergoes such rapid changes in color effect that a comprehensive description is beyond our ken. However, at maturity the color becomes a settled greenish chartreuse. The beauty of this flower is greatly enhanced by the hooks terminating the medium size tubular petals. Med. hgt. Mat. Oct. 15. **50 cents each; 3 for \$1.35**

**SUSAN LEIGHTON**—A strikingly beautiful pure white spider. Fine tubular petals widening near the ends and showing to great advantage the barbs of an attenuated fishhook tip. Med. hgt. Mat. Oct. 25. (See illus. right.) **50 cents each; 3 for \$1.35**

**SYLVIA**—(Our 1942 introduction). A deep solid pink heightened by a delicate tracery of lavender. Large tubular petals falling away from a very full center. Tips of petals are hooked and open showing red within. Med. hgt. Mat. Oct. 15. **50 cents each; 3 for \$1.35**

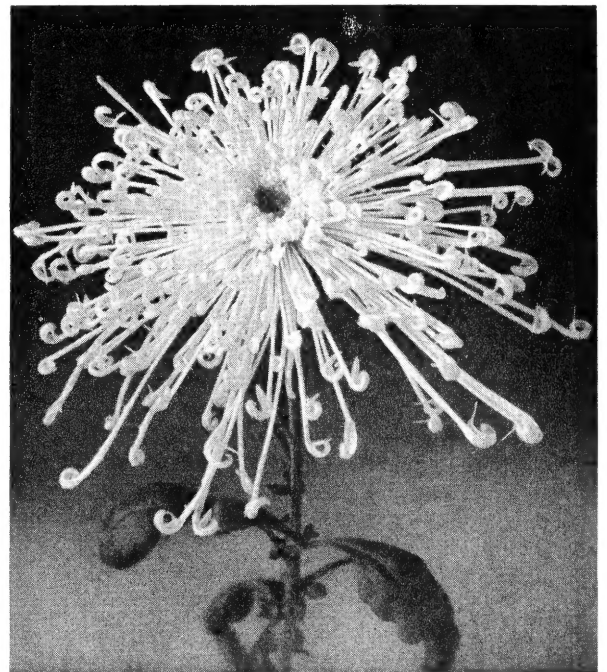
**TEXAS PRIDE**—(Our 1951 introduction). This glorious deep yellow spider has the finest tubes of any we have ever grown. The center is very full and the tubes have graceful open tips, hooked and slightly barbed. A good companion bloom to "Susan Leighton". Tall. Mat. Oct. 20. **50 cents each; 3 for \$1.35**

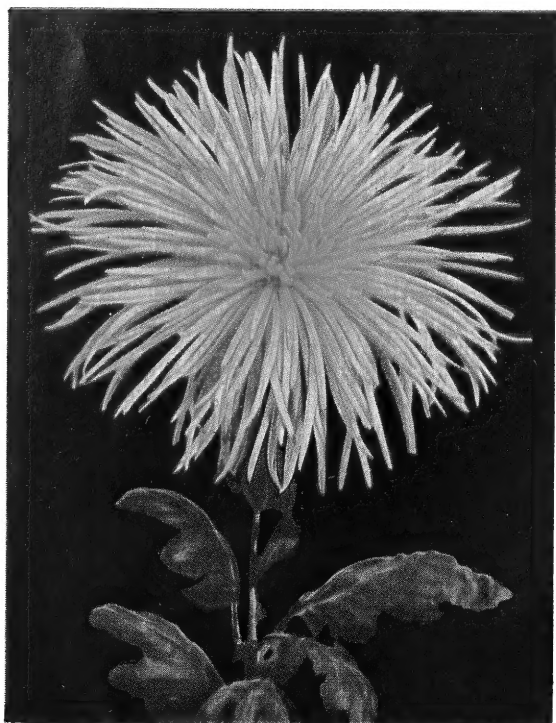
**SUNSPOT**

**WAIKIKI**—A very large and full bronze spidery incurve with fishhook tips of a rich golden color. An outstanding specimen of this type of chrysanthemum. Has a rigid stem and good foliage. A tall grower. Mat. Nov. 1. (See color illus. page 10.) **50 cents each; 3 for \$1.35**

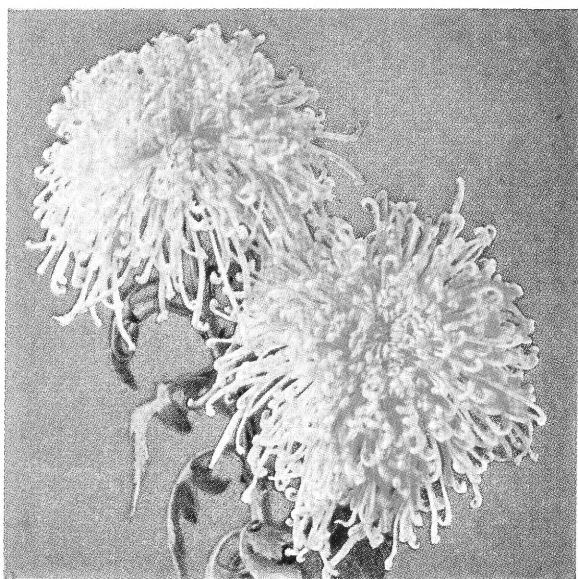
**YELLOW FRILL**—A large, clear yellow flower with graceful medium tubes tightly curled and terminating in wide open fishhooked tips. These lovely tubes remind you of curling ribbon. Med. hgt. Mat. Oct. 15.

**YELLOW LACE**—A yellow with slender, quilled petals falling gracefully away from a full center. Foliage most attractive. Med. hgt. Mat. Oct. 15.

**SUSAN LEIGHTON**



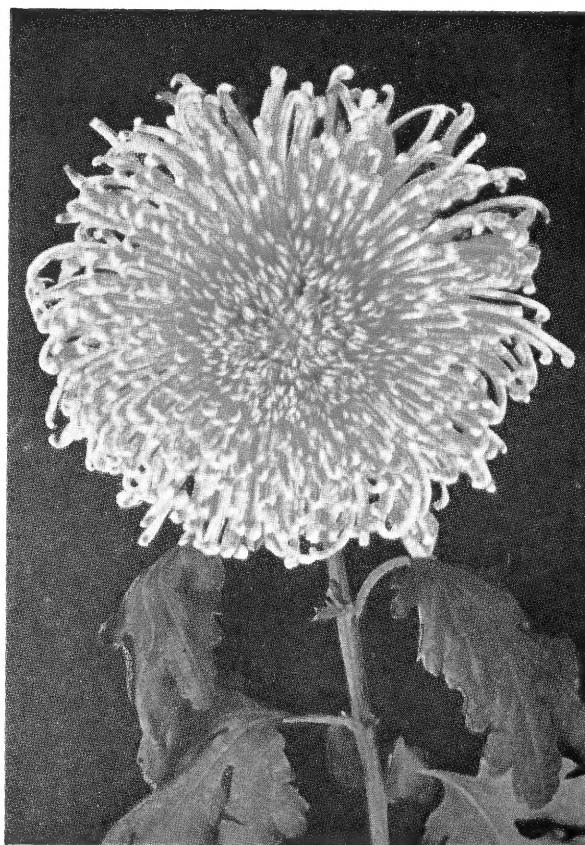
MISS GENA HARWOOD



GEORGINA HEDINGER



ITO PINK



WAIKIKI

## Odd Varieties and Interesting Forms



**ORIANA**

**HIAWATHA**—(Our 1951 introduction). The long tube petals of soft buff open into an extended spoon of over an inch in length. The inside of this spoon shows a deep magnolia purple seemingly washed with gold. Five inches in diameter. Tall. Mat. Oct. 10. **75 cents each**

**KEGON NO TAKI**—Bright yellow, of unusual formation. Lower petals reflexed, balance incurved and twisted. Tall. Mat. Nov. 1. (See illus. page 29.) **50 cents each**

**ORIANA**—An orange bronze. Has triple row of tubular petals, the hooked and open tips of which are slightly reflexed. Has open center showing a bronzy button. Tall. Mat. Nov. 30. (See illus. above.) **50 cents each; 3 for \$1.35**

**PINK EXQUISITE**—This wonderful bloom is aptly named, as it is a most enticing, exquisite shade of pink. Reflex petals radiate from a unique swirling central mass. Is best when disbudded. Med. hgt. Mat. Nov. 1. (See illus. page 8.) **35 cents each; 3 for \$1.00**

**CANARY BIRD**—(Our 1951 introduction). Narrow yellow petals opening into long spoon tips which usually show within a soft reddish or bronze tinge. Tall. Mat. Oct. 15.

**35 cents each; 3 for \$1.00**

**DAINTY ROSE**—(Our 1951 introduction). A small showy flower with varying shades of rose pink coloring. Has tiny cupped petals which form in four or five rows. Grows in great profusion on tall stems. Mat. Oct. 10.

**35 cents each; 3 for \$1.00**

**DR. ADAH RUTH TAYLOR**—A soft clear bronze sport of "Pink Exquisite". Habit of growth and formation of flower identical with the parent plant. Med. hgt. Mat. Nov. 1.

**35 cents each; 3 for \$1.00**

**ENSENADA**—The color of this splendid bloom undergoes a gradual change from brilliant Indian red to a terra-cotta red as it reaches maturity. Has good foliage and stiff stems. Med. hgt. Mat. Nov. 1. (See color illus. page 12.)

**35 cents each; 3 for \$1.00**

**SUNSPOT**—Closely spaced white tubular petals of varying length radiate from a central bronzy disc. The tubes terminate in slightly barbed, open and tightly curled hooks. Tall. Mat. Nov. 1. (See illus. page 9.) **75 cents each; 3 for \$2.00**

**WILLIAM ALEXANDER**—(Our 1951 introduction). Pure white. Large tubular petals terminate in open tips which hook slightly upward and radiate from a central yellow button. Med. hgt. Mat. Oct. 1. (See illus. page 29.)

**35 cents each; 3 for \$1.00**

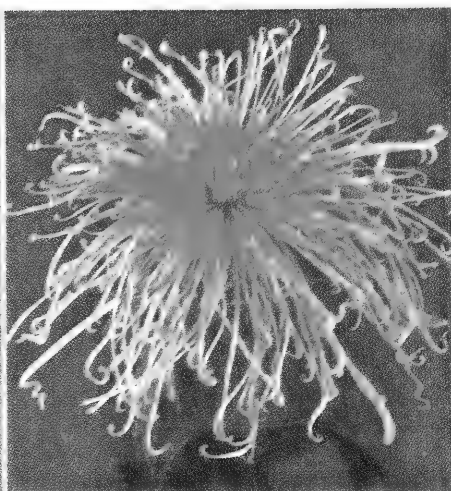
**YOMEI**—The quilled petals are golden in color and terminate in red spoon tips. Good either in sprays or disbudded. Tall. Mat. Nov. 10. (See illus. page 26.)

**ZOLA**—A large showy flower with varying shades of pink coloring. Has long slender tubes which widen out and terminate in slightly reflex spoon tips. Is best when disbudded. Med. hgt. Mat. Nov. 15.





VICTORY



EMERALD ISLE



ENSENADA

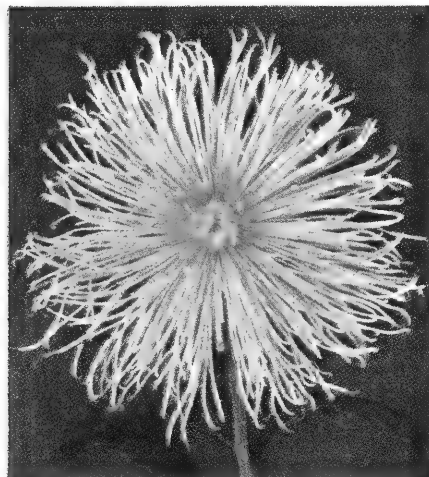


GLITTERS



MISS HELEN FRICK

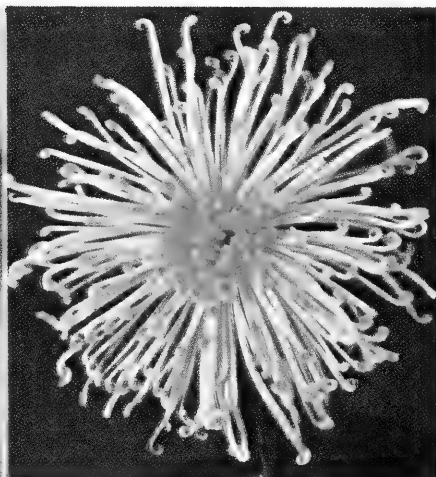
BRONZE FRICK



QUEEN OF BEAUTY



LE POCTOLE



MARIA



# Large Flowering Exhibition Varieties

## PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each .....	\$ .30
3 of One Name .....	.85
12 of One Name .....	3.00

**ARIEL**—A tightly incurved, silky white flower of majestic proportions and regal appearance. Med. hgt. Mat. Nov. 1. (See illus. page 15.)

50 cents each

**BARBARA PHILLIPS**—Clear, vivid semi-reflex yellow. When disbudded makes a beautiful show mum and is outstanding when grown in sprays. Strong, stiff stem with dark green foliage. Med. Hgt. Mat. Oct. 25.

**BEN LEIGHTON**—A compact ball shaped bloom of excellent quality. The upper surface of petals is a clear deep wine red. The reverse side a lighter shade suffused with delicate silver. Has good stem and clean, glossy leaf. Med. hgt. Mat. Oct. 30. (See illus. page 15.)

50 cents each; 3 for \$1.35

**CECIL B. LEIGHTON**—A large, delicate orchid pink with a deeper shade of orchid showing within the broad petals. This variety is medium in height and has dark green foliage. Mat. Oct. 15. (See illus. page 16.)

75 cents each; 3 for \$2.00

**CLARA TRUEMAN**—Beautiful bright red with gold reverse. Though not a full centered flower at maturity, its large size will attract attention. Tall. Mat. Oct. 25.

**COLUMBIA**—This new unusual shade of orchid pink is a well formed incurved bloom of good quality. Med. hgt. Mat. Oct. 5.

**CORONATION AMARANTH**—A very large, French purple, loose incurve with a silvery mauve reverse. Very broad petals. Tall. Mat. Nov. 1.

75 cents each

**CORONATION BUTTERCUP**—(Australia). A delightful and artistic flower of brilliant buttercup yellow. A very large loose incurve with broad petals which radiate perfect abandon. Excellent foliage and stem. Tall. Mat. Oct. 25.

**CORONATION PINK**—(Australia). An exquisite shade of fuchsia pink with narrow pointed petals. It has a fluffy appearance and groups well with other flowers in this color class. A bloom of great merit. Tall. Mat. Oct. 25.

**CORONATION YELLOW**—(Australia). This member of the Coronation group retains the shape and form of the parent plant, with the exception of color and the width of the petals. The petals are a little narrower and the color is a true aureolin yellow. Tall. Mat. Oct. 25.

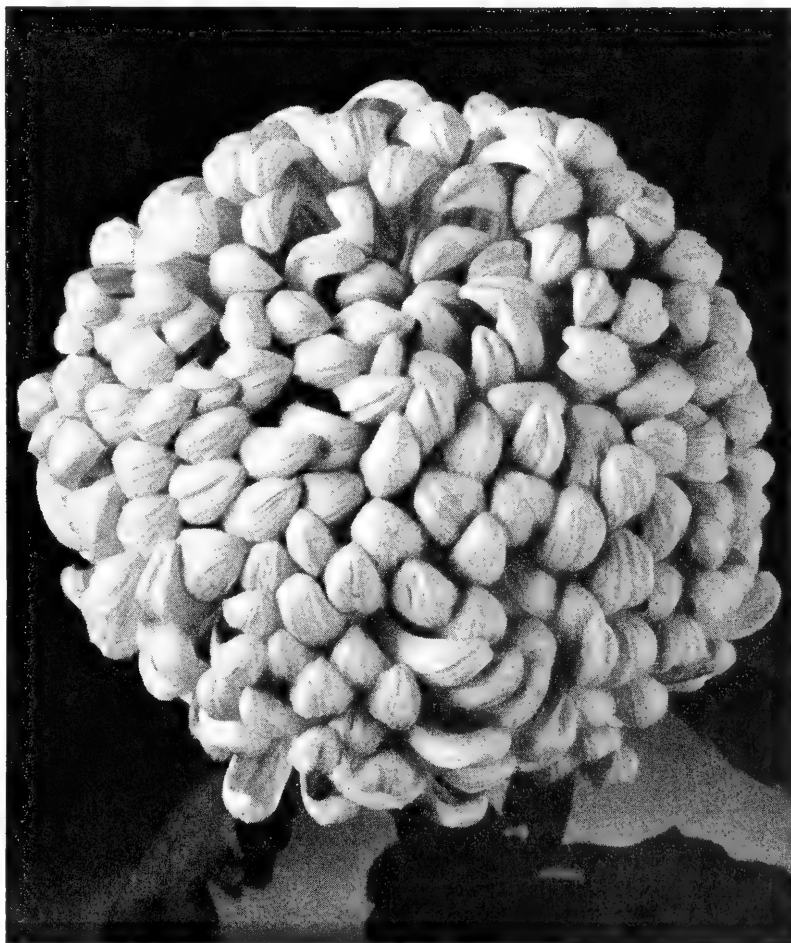
**COUNTRY GENTLEMAN**—A compact incurved flower of brilliant yellow. Petals form a perfect ball. Med. hgt. Mat. Oct. 25.

**COUNTRY MAIDEN**—A compact incurved flower of apricot bronze. Petals form a perfect ball. Med. hgt. Mat. Oct. 25. (See illus. below.)

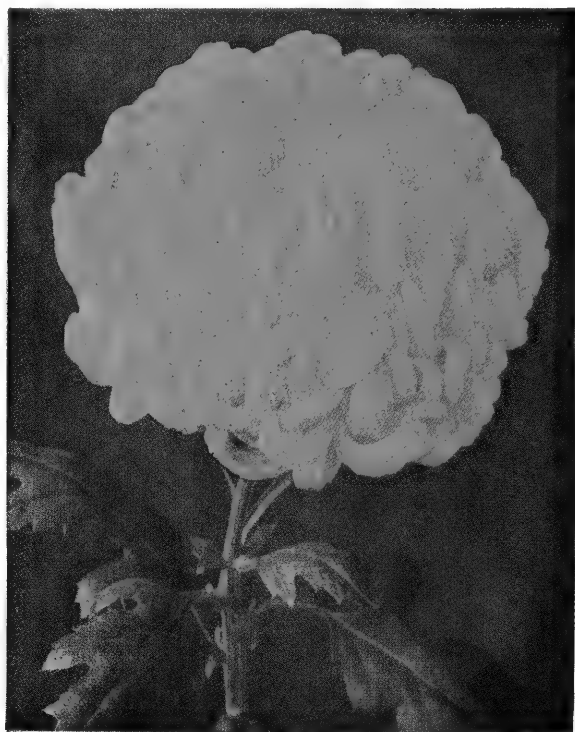
**DAME ENID LYONS**—(Australia). We have never grown an early blooming white of such exquisite beauty as this new variety. It is a firm bloom of soft cream white, and when disbudded will be very large. It is truly an outstanding addition to any garden. Med. hgt. Mat. Oct. 10. (See color illus. page 14.)

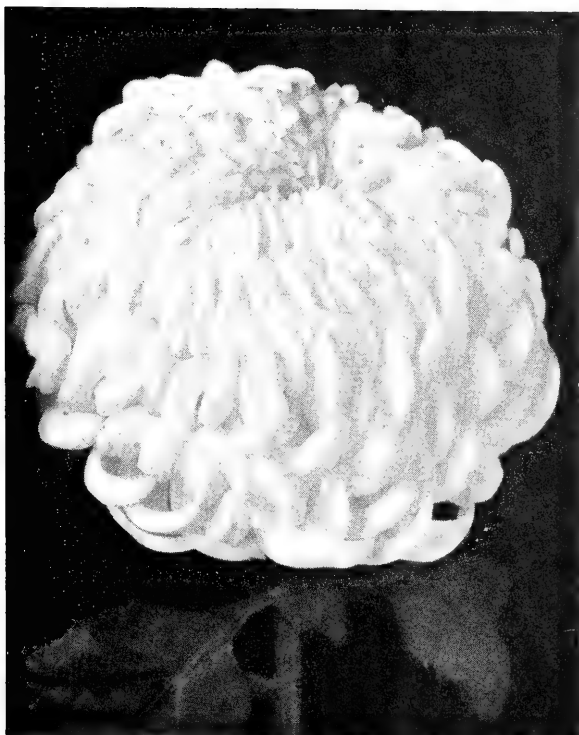
50 cents each; 3 for \$1.35

**DOROTHY DEE**—An extremely large and full white flower with an exotic habit of development. A lower array of curling petals hangs suspended from a huge white ball. Tall. Mat. Nov. 5. (See illus. page 15.)

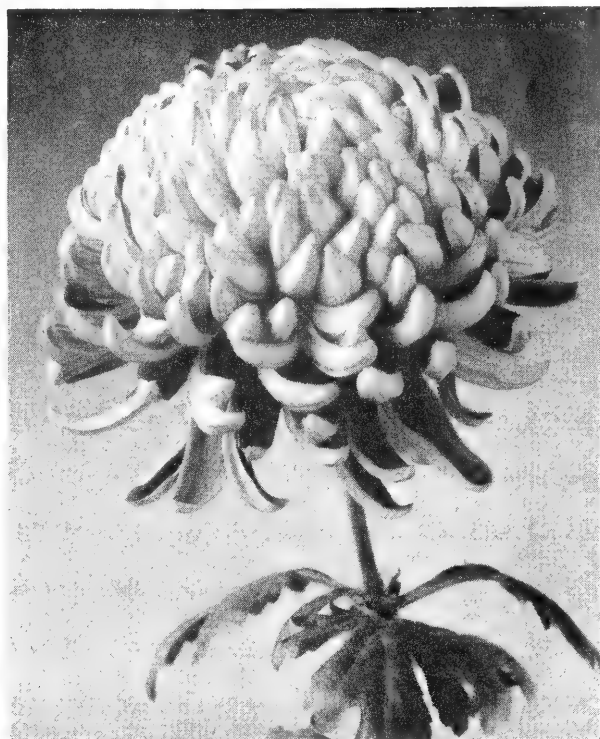


COUNTRY MAIDEN

**BUNBU****LILLIAN FOLTZ****DAME ENID LYONS****HARVARD**



ARIEL



BEN LEIGHTON

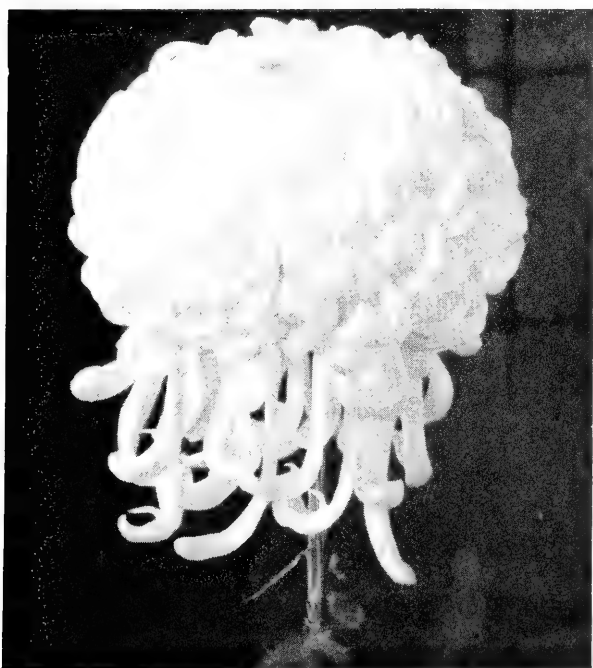
**ELEGANCE WHITE**—Pure white exhibition flower equal size to the "Turners" and "Pockets." Very full center and as a consequence, retention of terminal bud is preferred. Med. hgt. Mat. Nov. 1.

**LOUISA POCKETT**—Purest white of great size. One of the largest blooms grown for exhibition purposes. Tall. Mat. Nov. 1.

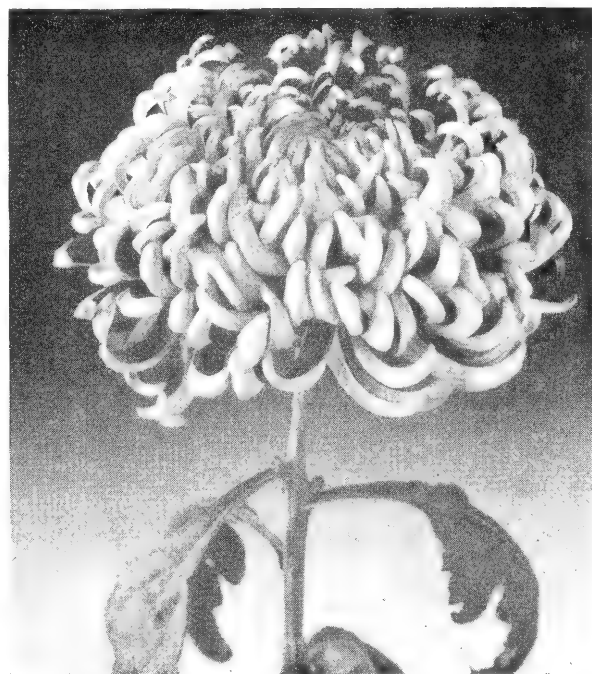
50 cents each

**GOOD GRACIOUS**—A large subdued yellow incurve in keeping with the name. The narrow flattened tabular petals curl and twist in a swirl that envelopes the bloom from top to bottom. A tall, sturdy grower with attractive foliage. Mat. Oct. 5.

**MARIE MILLER**—This large luminous yellow flower when disbudded attains good size. Has broad well incurve petals, excellent foliage and a good stiff stem. Med. hgt. Mat. Nov. 10.



DOROTHY DEE



MIKADO-IMP.



CECIL B. LEIGHTON

**MASUMI**—Beautiful shade of orchid pink. When the bud begins to open, the long tubulated lower petals droop like the spidery type, but fill gradually and complete the formation of a perfect ball. Good size. Tall. Mat. Nov. 1.

50 cents each; 3 for \$1.35

**MIKADO**—Large incurved flower of cardinal red with a silky, golden reverse. Med. hgt. Mat. Oct. 25. (See illus. below.)

50 cents each

**MIKADO**—(Imp.) A new introduction. A beautiful incurved flower with crimson red petals showing a golden reverse. Full and large. Med. hgt. Mat. Oct. 25. (See illus. page 15.)

50 cents each; 3 for \$1.35

**MRS. HARVEY S. FIRESTONE**—This very large bloom of chamois-buff with its brilliant oxblood red inner petals is an introduction of many years ago. Elmer D. Smith, the Dean of all 'Mum growers, considered this one of the finest of the exhibition type. Short. Mat. Oct. 25.

50 cents each; 3 for \$1.35

**MUTO'S CRIMSON**—Deep crimson maroon with gold reverse. A perfect specimen of rich harmony. Med. hgt. Mat. Nov. 1.

35 cents each; 3 for \$1.00

**ORANGE BOWL**—(S.S. 1950). A reflexed flower of large size. The color is a most beautiful shade of warm bronze with an orange overcast. Tall. Mat. Oct. 10. (See illus. page 17.)

50 cents each; 3 for \$1.35

**PRINCESS IRENE**—Bordeaux red with silver lilac reverse. Excellent size and good foliage. Med. hgt. Mat. Oct. 25.

50 cents each

**R. C. SPAARGAREN**—A large well shaped bloom of golden yellow with a blush of salmon. This variety is medium in height and has dark green foliage. Mat. Oct. 15.

50 cents each

**SUNBURST**—Beautiful deep yellow incurved ball. Attains great size when disbudded. Inner petals are brushed with apricot bronze making this a flower of unusual merit. Med. hgt. Mat. Oct. 25.

50 cents each; 3 for \$1.35

**THOS. W. POCKETT**—(Imp.). Hidden depth of color carries this variety through the long period of development from whence it emerges as one of the largest and finest dark pink flowers. Tall. Mat. Nov. 1.

50 cents each

**TREVOR ADAMS**—One of the most brilliant yellows we have ever seen. This lovely, satiny blossom is of excellent shape and makes a good cut flower. Med. hgt. Mat. Oct. 5.

35 cents each; 3 for \$1.00

**TURNER BRONZE**—A light bronze sport from the popular "Wm. Turner," identical in every respect except color. Med. hgt. Mat. Nov. 5.

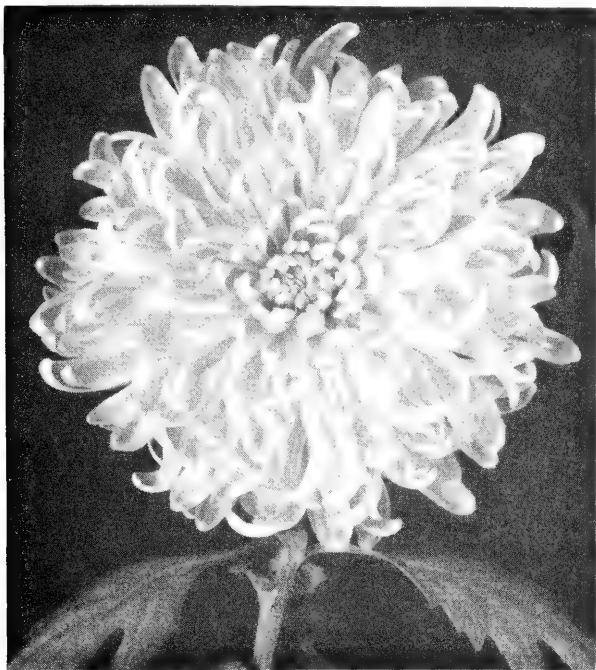
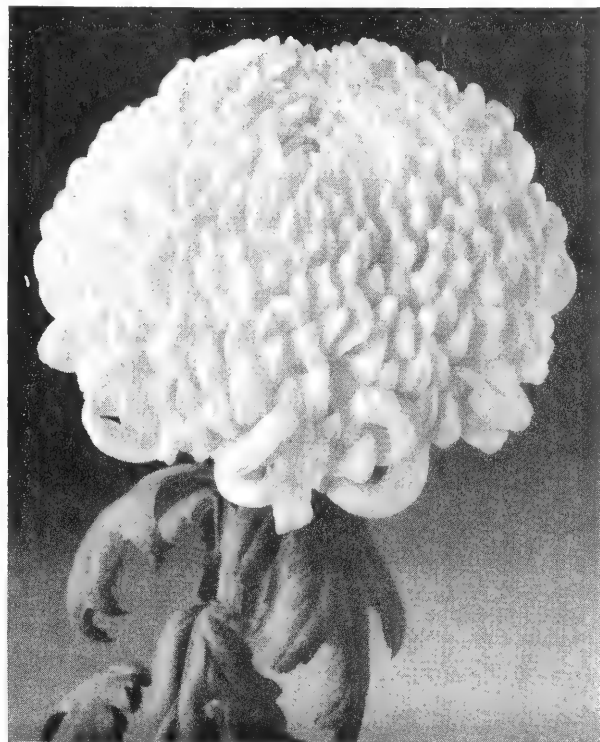
**TURNER PINK**—(Mrs. L. Davies). This lovely shade of delicate pink is one of the most perfect of the exhibition type. Very large, has excellent formation with perfect petalage. Med. hgt. Mat. Nov. 5.

**TURNER YELLOW**—This true exhibition type is a sport from "Wm. Turner." A clear light yellow of good quality with the usual characteristics of the parent plant. Med. hgt. Mat. Nov. 5.



MIKADO



**ORANGE BOWL****WHITE BEAUTY**

**VICTORY**—A large true Chrysanthemum Red with soft golden reverse. The perfect combination of colors, plus the excellent petalage and incurved form pronounce this one of the very best. Med. hgt. Mat. Oct. 25. (See color illus. page 12.) **50 cents each**

**WATANABE**—A large, clear yellow incurved variety that may be groomed for competitive exhibition purposes. Has perfect form and petalage. Med. hgt. Mat. Oct. 5.

**50 cents each; 3 for \$1.35**

**WHITE BEAUTY** — A large, white incurved flower suffused with a delicate pink blush. With proper care this variety will develop into an incomparable lustrous ball. Med. hgt. Mat. Oct. 25. (See illus. above.) **75 cents each; 3 for \$2.00**

**WM. TURNER** — One of the largest exhibition types. Pure white with wide petals which are so arranged as to make a perfect ball of about 7 inches in diameter. Although one of the oldest varieties grown, it is still a great favorite among all 'Mum fanciers. Med. hgt. Mat. Nov. 5.

Established in 1932, our business has been built on satisfied customers. A major part of our orders are from former purchasers.

**YELLOW AMBASSADOR**—A large yellow incurved bloom. Med. hgt. Mat. Oct. 20. (See illus. below.) **35 cents each; 3 for \$1.00**

**YELLOW POCKETT** — Light yellow. Large incurved. Med. hgt. Mat. Nov. 1.

**35 cents each; 3 for \$1.00**

**YELLOW AMBASSADOR**

# Large Flowering Commercial Varieties

## PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name.....	.70
12 of One Name.....	2.50

## B R O N Z E

**APRICOT MAY WALLACE** — Incurved. Distinctive shape. Pastel shade of apricot. Tall. Mat. Nov. 15.

**BRONZE FRICK**—Apricot shade of bronze with lighter reverse. Incurved. Med. hgt. Mat. Nov. 20. (See illus. page 12.)

**EMPEROR**—A rich bronzy-red with buff reverse. Good healthy foliage and strong stem. Med. hgt. Mat. Oct. 25.

**ARISTOCRAT**—A well shaped orchid pink incurved bloom with a deeper pink reverse. Stiff stem with deep green foliage. Tall Mat. Nov. 20. (See illus. page 19.) **50 cents each; 3 for \$1.35**

**DARK ORCHID QUEEN**—Large size incurved bloom of dark orchid pink. Stiff stem and good foliage. Tall. Mat. Oct. 25.

**DAY DREAM**—The pale salmon shade of pink brings out the beauty of this bloom. Fairly tall. Mat. Oct. 15.

**35 cents each; 3 for \$1.00**

**ENCHANTRESS** — This lovely rose pink incurved bloom is one of the best of the early bloomers. The petals form a good well shaped ball, held on stiff stem with good foliage. Med. hgt. Mat. Oct. 25.

**GAISFORD** — A clear deep rose pink in color. Petals of medium width forming a slightly reflexed ball of about five inches in diameter. A truly lovely bloom. Med. hgt. Mat. Oct. 20.

**35 cents each; 3 for \$1.00**

**GRAND DUCHESS**—(This is one of our 1950 introductions). We have never grown a 'Mum from seed to maturity which has given us so much pleasure. The bloom is a little deeper shade of orchid than Miss Helen Frick and the outside of the petals are the same tone of orchid but a shade or so lighter. We have found this bloom to be an excellent keeper. Tall. Mat. Oct. 20. (See illus. right.) **75 cents each**

**GREER GARSON**—A pink reflex of good size. Center has an exotic swirl which is responsible for an intriguing interlacing of the petals that complete the formation of the bloom. Luxuriant foliage and strong stem. Tall. Mat. Oct. 25.

**GLITTERS**—Dahlia-like straight petals. Well named for the blossoms surely do glitter. Med. hgt. Mat. Oct. 20. (See illus. page 12.)

**GOLDEN BRONZE**—A glistening, golden bronze incurve of more than passing merit. The flowers are compact, very large and perfectly formed. Tall. Mat. Oct. 25.

**HILDA BERGEN**—A beautiful deep mahogany bronze incurved. Medium size spherical blooms that ride well on clean stiff stems with attractive foliage. Med. hgt. Mat. Oct. 25.

**INDIANOLA**—A translucent amber bronze reflex. Med. hgt. Mat. Oct. 10.

**KEYSTONE**—Duo-tone bronze incurved bloom of excellent formation and color. May use either crown or terminal bud with good results. Med. hgt. Mat. Oct. 20. (See illus. page 23.)

**50 cents each; 3 for \$1.35**

**SUNNYSLOPE BRONZE**—An excellent large compact golden bronze. It is a perfect incurved bloom and is an excellent keeper. Med. hgt. Mat. Nov. 1.

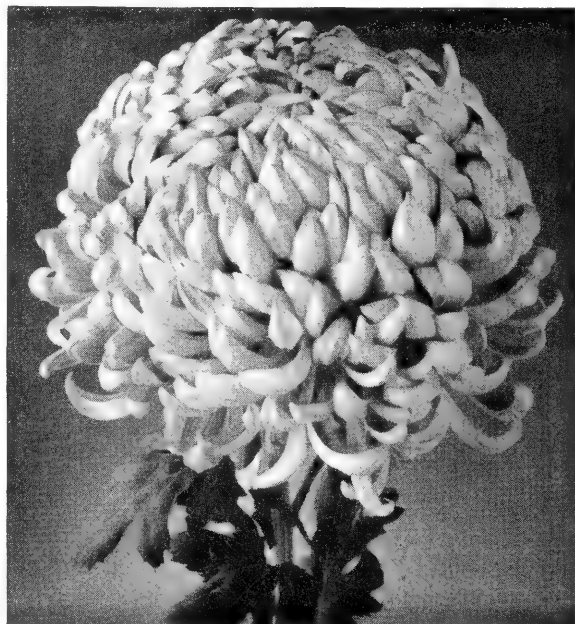
**35 cents each; 3 for \$1.00**

## P I N K

**JOYFUL**—The petals of this bloom are as nearly consistent with the color, purple, as can be found among thousands of mum varieties. To crown the unusual and strikingly beautiful appearance of this bloom, it has a sharp-cut orchid reverse. Med. hgt. Mat. Nov. 15.

**50 cents each**

**J. W. PRINCE**—An excellent pink of good size. It is entirely devoid of any trace of lavender, orchid or any other tone or tint that would form grounds for the old controversial subject of pink or what have you. Med. hgt. Mat. Nov. 1. (See illus. page 19.)



**GRAND DUCHESS**

**MAJOR EDWARD BOWES**—Color rosy pink, brighter than J. W. Prince, and when under artificial light is greatly intensified. Fully double, well formed and about six inches in diameter. Med. hgt. Mat. Oct. 16.

**MISS HELEN FRICK**—Large incurved orchid pink. Med. hgt. Mat. Nov. 20. (See color illus. page 12.)

**ORCHID QUEEN**—A large, orchid pink incurved bloom of excellent quality. Has stiff stem and clean attractive foliage. Tall. Mat. Oct. 25.

**PINK CHIEF**—A lively rose pink, truly commercial in character. A tall straight grower. Mat. Oct. 15.

**ROSE ANNA**—(Our 1951 introduction). The broad petals are a rich shade of magenta rose with a very soft delicate shade of tan on reverse side. Attains a size of 5 to 6 inches when disbudded. Will be a great favorite when better known among 'Mum fanciers. Med. hgt. Mat. Oct. 15.  
35 cents each; 3 for \$1.00

**ROSEUM**—Large deep pink incurved of special merit. Good stem and clean foliage. An excellent keeper. Tall. Mat. Oct. 15.

## RED

**BLACK HAWK**—Reflexed. Similar to Harvard, except deeper in color and the lack of serrations of semi-quilled petals. Med. hgt. Mat. Nov. 20.

**FRANCES WHITTLESAY**—Large red reflex with soft buff reverse. Wide sharply pointed petals. Med. hgt. Mat. Oct. 15. 50 cents

**GARNET KING**—True reflexed, Garnet red. Petals about center tipped with bronze. Med. hgt. Mat. Nov. 25.

**HARVARD**—Reflexed. Brilliant, satiny dark red. Med. hgt. Mat. Nov. 20. (See color illus. page 14.)

## WHITE

**BETSY ROSS**—A large, fairly compact white incurved bloom. An old timer but still in great demand. Tall. Mat. Oct. 20.

**CHRISTINA**—This is an excellent medium size incurve bloom. Good clear white with fine foliage and good stems. Med. hgt. Mat. Oct. 5.

**MISS FLORA BOWERS**—Large white incurved; 7½ inches in diameter. Hgt. 4 ft. Mat. Nov. 25.

**MRS. HENRY ROBINSON**—A clear white quality bloom. Good upright growth. Med. hgt. Mat. Nov. 1.

**QUAKER MAID**—A large fairly compact white incurved bloom. In great demand for a cut flower, although it is an oldtimer, its early blooming date is to an advantage sometimes. Med. hgt. Mat. Oct. 15.

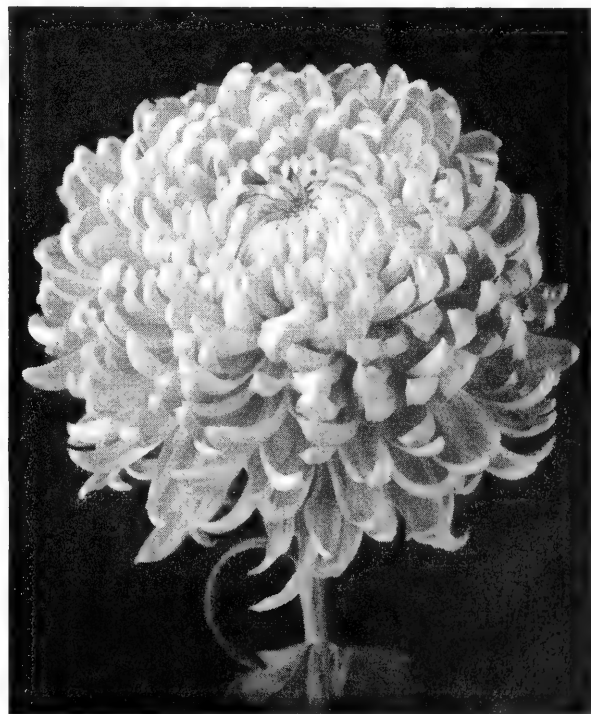


ARISTOCRAT

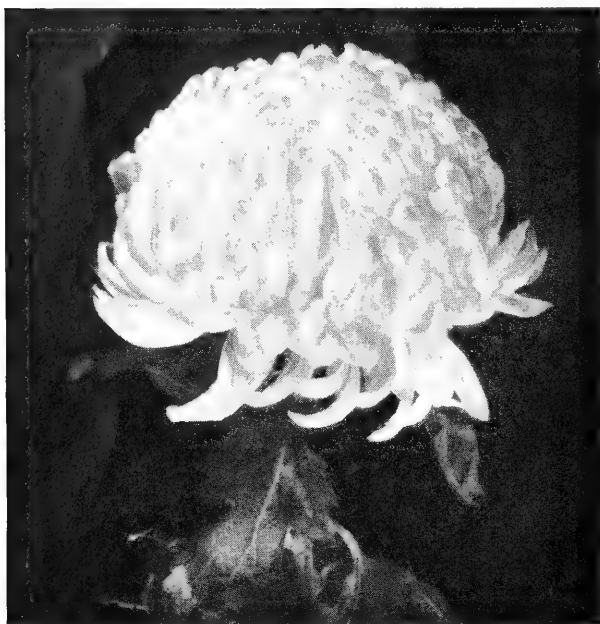
**MOHAWK CHIEF**—A rich dark red reflex flower with a buff reverse. Has wide flat petals which taper to sharply pointed tips. Produces 7½-inch blooms when disbudded. Med. hgt. Mat. Nov. 15.

**OCTOBER RED**—Carmine red with a soft gold reverse. Attains a size of 5 to 6 inches when disbudded. Med. hgt. Mat. Oct. 5.

35 cents each; 3 for \$1.00



J. W. PRINCE



SNOW WHITE

**SILVER SHEEN**—A satiny pure white incurved. Excellent keeper. Mat. Oct. 20.

**SNOW WHITE**—Incurved with satiny white sheen. Med. hgt. Mat. Nov. 1. (See illus. above.)

**STROMNESS**—A snow white sport of Greer Garson. A reflexed bloom having a most intriguing central swirl. Med. hgt. Oct. 25.

**VENUS**—A striking, large incurved ball. Occasionally comes out with a pale orchid blush. Tall. Mat. Oct. 10.

**WHITE CHIEF**—A perfect incurved type of exquisite beauty. Has good keeping qualities and gives us a good early bloom. Med. hgt. Mat. Oct. 15.

**WHITE HELEN FRICK**—Satiny white incurved. Short. Mat. Nov. 20.

## YELLOW

**APRICOT QUEEN**—A very rich shade of brilliant orange. This bloom is surely the "Queen" of its class. Attains great size and perfect formation. Med. hgt. Mat. Oct. 20.

**BLAZING GOLD**—An intense golden yellow of good size. Fully incurved. Has stiff stem and perfect foliage. Med. hgt. Mat. Oct. 15.

**BUTTERBALL**—A clear lively yellow incurved flower of solid substance. An early bloomer and good keeper. Med. hgt. Mat. Oct. 20.

**CELEBRATION**—Large, rich yellow incurved bloom of good quality. Well formed and carried on stiff stems. Med. hgt. Mat. Oct. 20.

**CELESTRA**—A large, lemon yellow, ball-shaped flower that stands up well under adverse conditions. Med. hgt. Mat. Oct. 25.

**DEC. QUEEN**—Altho this blooms late for some localities, it is most certainly an outstanding late flower. A most beautiful deep yellow of the reflex type. Tall. Mat. Nov. 30.

**FRIENDLY RIVAL**—One of the most brilliant yellows to be found under any classification. Tall. Mat. Nov. 15. (See illus. below.)

35 cents each; 3 for \$1.00

**LILLIAN FOLTZ**—(Our 1943 introduction). An outstanding commercial bloom. A perfect incurved in shape and a soft yellow in color. Good foliage and stem. Med. hgt. Mat. Nov. 15. (See illus. page 14.)

35 cents each; 3 for \$1.00

**MRS. H. E. KIDDER**—A very popular early bloomer of excellent quality. Although an introduction of 1930, it is still a favorite variety which when disbudded will attain 7 inches in diameter. Med. hgt. Mat. Oct. 15.

**MRS. HELEN K. JOHNSON**—A deep rich dark yellow with petals somewhat irregular and interlacing in their arrangement. Good stem and foliage. Blooms 8 inches in diameter. Med. hgt. Mat. Oct. 25.

**ORIOLE**—A large golden incurve that rates second to none of the mid-season yellow commercials. Med. hgt. Mat. Nov. 5.

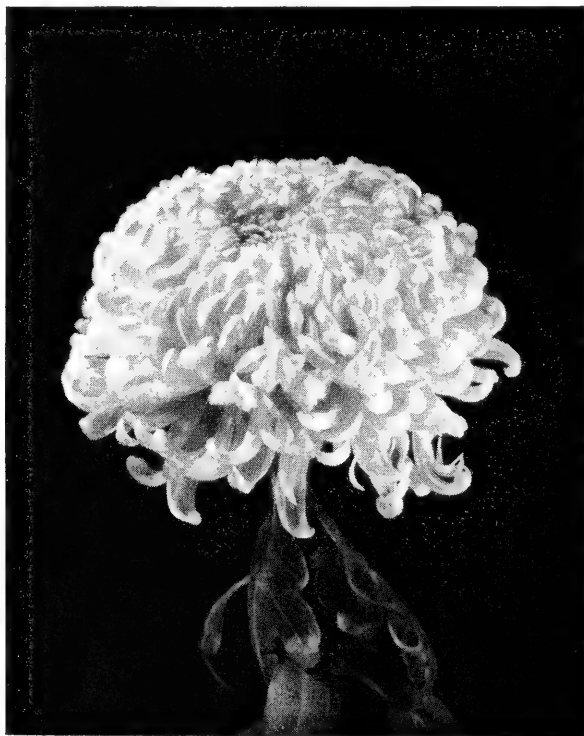
**SCHWEIZERLAND**—A very large pure yellow with somewhat of a bronze glow in the center. An unusually fine bloom. Tall. Mat. Nov. 5.

50 cents each

**SUNGLOW**—This bright yellow incurved bloom has a lovely satiny sheen which marks this variety as one of the very best early yellows. Med. hgt. Mat. Oct. 25.

**YELLOW CHIEF**—An early blooming yellow flower which forms a good sized perfect ball. The blooms have a fine texture and keep well when cut. Med. hgt. Mat. Oct. 15.

**YELLOW BERGEN**—Semi-incurved yellow sport of Hilda Bergen. Vigorous grower on clean stiff stems with good foliage. Med. hgt. Mat. Oct. 15.



FRIENDLY RIVAL



## Single Varieties—Daisy Type

### PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name.....	.70
6 of One Name.....	1.25
12 of One Name.....	2.25

**CALIFORNIA RED DAISY**—An intermediate brilliant red with good stem and foliage. Med. hgt. Mat. Oct. 5.

**CALIFORNIA YELLOW DAISY**—Good clear yellow intermediate type. Med. hgt. Mat. Oct. 5.

**DEBUTANTE**—Very large deep pink of unusual beauty. One of the best of the single varieties. Tall. Mat. Nov. 30.

**JEAN**—One of the largest of the pure white singles. A Blue Ribbon winner when grown for competitive display if disbudded one flower to the stem and three stems to the plant. May also be trained for specimen use or grown in the garden in the form of sprays. Med. hgt. Mat. Nov. 1.

**KRAMER'S LATE PEACH**—Large, airy sprays of delicate light peach colored flowers on tall, strong stems. A freely blooming variety highly valuable for Christmas use. Med. hgt. Mat. Dec. 15 on.

**MELBA**—The color is an orange bronze with a distinct circle of yellow at the base of the petals surrounding the green disc. The flowers when grown in sprays are about 4 inches in diameter. Good when disbudded. Med. hgt. Mat. Nov. 5.

**MINNESOTA**—A bright red daisy flower of medium size produced on good sprays. Med. hgt. Mat. Oct. 20.

**PINK SKIFF**—A fine, proven pink seedling having the more desirable characteristics of the parent, Ida Skiff. Med. hgt. Mat. Nov. 1. (See illus. above right.)

**PRINCE CHARMING**—Exhibition single of soft yellow with gold shadings. When disbudded will produce flowers at least six inches across. Med. hgt. Mat. Oct. 20. **35 cents each; 3 for \$1.00**

**PURPLE CLOUD**—(Our 1951 introduction). A soft "Mellow Purple" in color with narrow petals radiating from a tiny yellow center. This is the loveliest purple single we have ever grown. Tall. Mat. Oct. 10. **35 cents each; 3 for \$1.00**

**RED MELBA**—A sport of Melba having the same characteristics of the parent plant. Rich red in color and excellent for cutting. Med. hgt. Mat. Nov. 5.

**SHIRLEY HIGGINS**—(Australia). This dark red single type has five or more rows of petals radiating from a yellow button center. Should be disbudded. Tall. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

**SUNSHINE**—(Our 1951 introduction). Brilliant golden yellow with from 4 to 6 rows of broad petals radiating from a small yellow button center. Tall. Mat. Oct. 15.



**PINK SKIFF**

**WHITE MENSA**—Large white with yellow button in the center. Resembles Shasta Daisy. Med. hgt. Mat. Nov. 10. (See illus. below.)



**WHITE MENSA**

## English Varieties

**ALABASTER**—A large clear white slightly incurving bloom of fine quality. Produces firm flowers 5 inches when disbudded. Med. hgt. Mat. Sept. 10. **25 cents each; 3 for 70 cents**

**ALCADE**—Bright crimson with spiky petals. An unusual addition to the English group. Med. hgt. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

**BALCOMBE TRIUMPH**—This brilliant glittering chestnut bronze, decorative bloom, is no doubt well named, for it is a real triumph. An excellent keeper. Tall. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

**BUTTERCUP**—A very large golden yellow of unusual merit. Petals are well pointed with some forming a perfect spoon. Has a wonderful satiny sheen when disbudded. Med. hgt. Mat. Sept. 25. **25 cents each; 3 for 70 cents**

**BUTTERSCOTCH**—A very large, brilliant golden yellow of unusual merit. This is one of the best among the English mums. **35 cents each; 3 for \$1.00**

**CHAMPION**—A flower which is suitably named, for it is indeed a real champion. A brilliant deep yellow reflex variety that will reward the efforts of disbudding with excellent blooms of extra large size. Lovely in spray. Med. hgt. Mat. Oct. 25. **35 cents each; 3 for \$1.00**

**CONQUEROR**—A flashy, rich crimson flower which does not easily fade. Grows tall and straight. Has good foliage and stiff-necked stems. A valuable addition to any garden. Med. hgt. Mat. early Oct. **25 cents each; 3 for 70 cents**

**CREAM DUCHESS**—An exhibition type of excellent quality. A deep cream shading to lemon yellow in the center. Med. hgt. Mat. Sept. 10. **35 cents each; 3 for \$1.00**

**CRIMSON BUTTERCUP**—A deep crimson variety of solid and lasting substance. Petals are well pointed and form a beautiful decorative bloom. Med. hgt. Mat. Sept. 20. **35 cents each; 3 for \$1.00**

**DAFFODIL**—A large yellow of extreme depth of color. Good size when disbudded. Excellent in all respects. Med. hgt. Mat. Oct. 1. **35 cents each; 3 for \$1.00**

**DELIA**—A large, lavender pink flower with wide well pointed petals. May be disbudded or grown in sprays. **25 cents each; 3 for 70 cents**

**EXQUISITE**—This most charming cream color, shaded to soft yellow in center with wide reflexing petals is, no doubt, one of the best of this variety. Attains good size when disbudded. Med. hgt. Mat. Oct. 10. (See illus. above.) **35 cents each; 3 for \$1.00**

**FLAMING TORCH**—A crimson variety which contributes a bit of splendor to any garden. Med. hgt. Mat. Oct. 10. **25 cents each; 3 for 70 cents**



**EXQUISITE**

**FLORAMEAD**—A delicate shade of orchid pink with wide clean cut petals forming a good well-rounded bloom when disbudded. Med. hgt. Mat. Oct. 5. **35 cents each; 3 for \$1.00**

**FORWARD**—This beautiful florescent bloom is an exquisite shade of delicate silvery pink. Difficult to describe, but when disbudded will grow from five to six inches in diameter. Med. hgt. Mat. Sept. 15. **50 cents each; 3 for \$1.35**

**GOLD STANDARD**—A large deep yellow with flat broad petals. Stands up well in wind and rain. Med. hgt. Mat. early Oct. **25 cents each; 3 for 70 cents**

**HALO**—This glowing amber bronze is one of the best we have among the early bloomers. Disbudded, will attain large size with the inner petals incurving and the outer petals reflexing. The petals are broad and well formed to make an outstanding flower. Med. hgt. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

**LE POCTOLE**—Deep crimson flowers of excellent form and very good size. Has a fascination of color effect that is not easily brushed aside. Shows to advantage in disbudded sprays. Hgt. 3½ ft. Mat. early Oct. (See illus. page 12.) **35 cents each; 3 for \$1.00**

**LYRIC**—A delicate shade of salmon pink. Artistically shaped decorative bloom which is carried well on good stems with dark green foliage. Med. hgt. Mat. Oct. 15. **35 cents each; 3 for \$1.00**



PHILADELPHIA  
SEQUOIA

NEW PHILADELPHIA



STELLA



KEYSTONE

**MADELINE**—Clear soft shell pink with long fluted petals forming an attractive bloom. Med. hgt. Mat. Sept. 25. **35 cents each; 3 for \$1.00**

**MADONNA** — This most perfect pure white bloom is, no doubt, one of the finest of the English varieties we have ever seen. Med. hgt. Mat. Oct. 1. **35 cents each; 3 for \$1.00**

**MARY**—This lovely cream color, shaded to soft yellow toward the center, has wide sharply pointed petals which indeed form a truly decorative bloom of exceptional beauty. Med. hgt. Mat. Oct. 10. **25 cents each; 3 for 70 cents**

**MARY ANN**—A large orange-cinnamon bloom consisting of long, rolled petals. A very free bloomer, small foliage. Med. hgt. Mat. Sept. 15. **35 cents each; 3 for \$1.00**

**MAVOUREEN**—A lovely lilac pink which when disbudded attains a diameter of 6 inches. Med. hgt. Mat. Sept. 15. **35 cents each; 3 for \$1.00**

**MAYFORD PINK**—A large, magenta rose flower of exquisite loveliness. When disbudded will attain about six inches. Has excellent stem and foliage. Med. hgt. Mat. Oct. 10. (See pink blooms front page.) **75 cents each**

**MME. BUTTERFLY**—White with an overlay of blush pink. Centers are creamy. Med. hgt. Mat. early Sept. **35 cents each; 3 for \$1.00**

**MERIDIAN**—Salmon rose of unparalleled beauty. Has wide, pointed petals slightly reflexed. When disbudded is very large. Med. hgt. Mat. Oct. 1. **35 cents each; 3 for \$1.00**

**MRS. J. FINDLAY**—A bright yellow reflex variety that will reward the trials of disbudding with a generous gift of 6-inch blooms. The results obtained by growing in spray form are equally gratifying. Hgt. 3 ft. Mat. late Sept. **35 cents each; 3 for \$1.00**

**MRS. J. H. MILNER** — This exhibition pure white bloom is one of the largest of its type. Will attain a size of 7 inches under proper conditions. Med. hgt. Mat. Oct. 1. **25 cents each; 3 for 70 cents**

**MRS. PATTIE**—A large incurving variety of terra cotta red with a gold reverse. The charm of exotic coloring is not lost in the disbudded flower or unpampered spray. Hgt. 3½ ft. Mat. Sept. and Oct. **25 cents each; 3 for 70 cents**

**MRS. T. RILEY**—A snow white reflex of unparalleled purity. Has wide, flat petals with sharply tapered points. Produces full bodied blooms 6 inches in diameter when disbudded. Med. hgt. Mat. Oct. 5. **35 cents each; 3 for \$1.00**

**PERFECTION**—A clear white quality bloom. The flowers are large and carried on strong stems, which makes this a good bloom for cutting and is indeed "perfection." Med. hgt. Mat. Oct. 20. **35 cents each; 3 for \$1.00**

**SALMON FREIDA**—This most perfectly formed, true salmon pink large pompon is almost indescribable in its beauty. One of the most choice. Tall. Mat. Oct. 1. **50 cents each; 3 for \$1.35**

**SILVER QUEEN**—Conspicuously distinct among its garden companions throughout the long "Mum" season is this lovely bloom. "Glowing rose pink or peach blush," difficult to describe. Med. hgt. Mat. Oct. 15. **35 cents each; 3 for \$1.00**

**SNOWBALL** — This wonderful bloom is aptly named, as it is a snow white ball of exquisite loveliness. A very free bloomer. Med. hgt. Mat. Sept. 25. **25 cents each; 3 for 70 cents**

**STELLA**—This most perfect shaped bloom is a true pink of great charm. When disbudded attains good size and is unparalleled in its beauty. Tall. Mat. Oct. 1. (See full color illus. page 23.) **50 cents each; 3 for \$1.35**

**SUNBEAM**—This handsome yellow bloom has solid incurving petals. Attains good size when disbudded. Tall. Mat. Oct. 10. **25 cents each; 3 for 70 cents**

**SWEETHEART**—A large decorative bloom of a soft shade of "Rose Bengal" pink. With wide reflexing petals, perfect foliage and good stems, this new variety will be a great addition to any garden. Med. hgt. Mat. Oct. 20. **25 cents each; 3 for 70 cents**

**TEMPEST**—A very rich velvety "Orient Red" with a soft shade of golden reverse. Attains about 5 inches when disbudded but is a brilliant mass of color when grown in sprays. Med. hgt. Mat. Oct. 15. **50 cents each; 3 for \$1.35**

**VICTORIA**—A lovely, creamy white bloom of splendid quality. Petals are wide and firm forming a most delightful flower. Med. hgt. **35 cents each; 3 for \$1.00**





CHIPPEWA

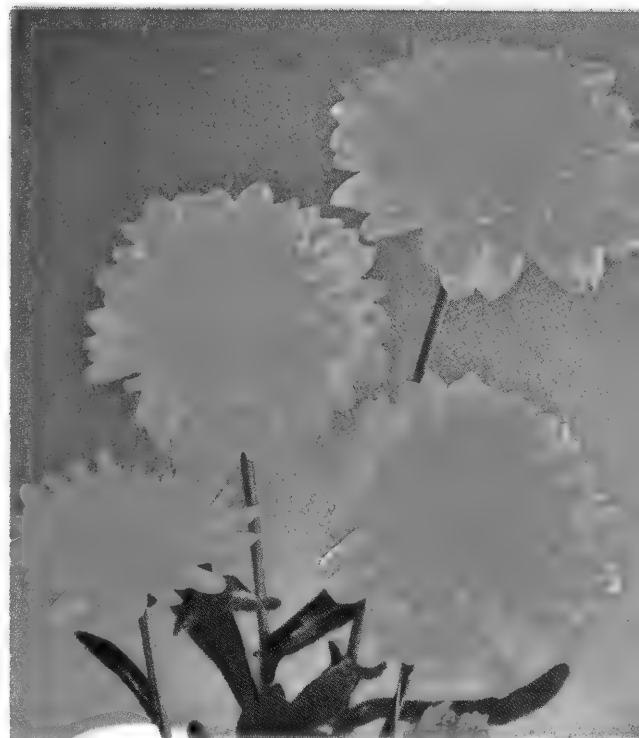


CALIFORNIA FIREBIRD



Top—Minuet  
Lower Left—Robin Hood

Center—Silver Ball  
Lower Right—Barcarole



BURMA

“Spoon” Chrysanthemums

PRICE OF ROOTED CUTTINGS  
(Unless Quoted Otherwise)

Each .....	\$ .35
3 of One Name .....	1.00
1 each of any Four Varieties .....	1.25
1 each of any Seven Varieties .....	2.00
1 each of any Twelve Varieties .....	3.50

**BRONZE SPOON**—Amber bronze with open red tips. Med. hgt. Mat. early Oct.

**JOAN BERGER**—Soft lovely pink, well formed flowers on good stems with excellent foliage. Med. hgt. Mat. Nov. 5.

**LUANA PATTEN**—One of the handsomest of the recent Spoon introductions. Flowers are produced on graceful sprays with short, brilliant red quills, opening to a very broad old gold spoon on the tip. The individual flowers are about three inches across and the reverse side of the petal is of exceptionally brilliant color. Med. hgt. Mat. Nov. 10.

**MAGENTA SPOON**—This large, 3-inch spoon type bloom flowers in profusion. The color range is from a soft tone of magenta to a deeper shade in the center. The most perfect in spoon 'Mums. Tall. Mat. Sept. 15.

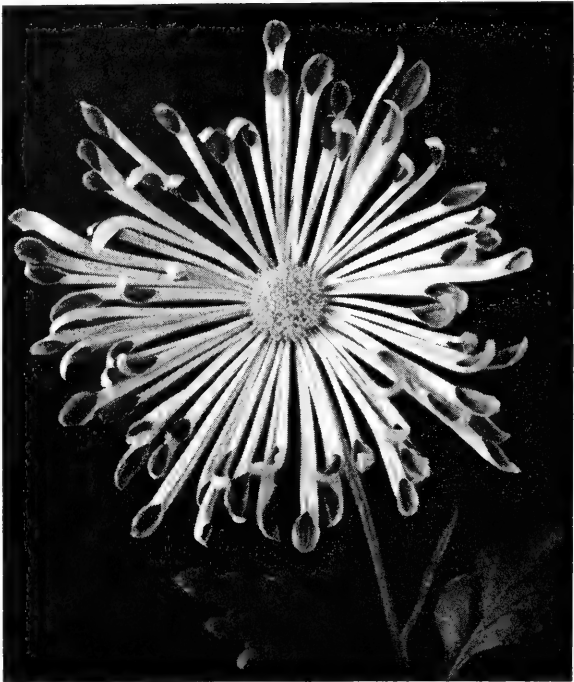
**ORANGE SPOON**—(S.S.). Deep yellow orange in color. The tubular petals opening into wide spoons. Med. hgt. Mat. Nov. 10.

**ORCHID SPOON**—Airy sprays of orchid-lilac. Splendid cut flower. Med. hgt. Mat. Oct. 1.

**PAULINE**—A soft yellow throughout. Lovely delicate sprays good for cutting. Med. hgt. Mat. Nov. 5.

**RED SPOON**—Large, soft shade of bronze with long open spoon tips which show deep red within. Med. hgt. Mat. Oct. 1.

**RUBY SPOON**—Very full, deep ruby red spoon of lasting qualities. About 2 inches in diameter, in good sprays on long stiff stems. Mat. Sept. 25.



YOMEI

**SCINTILLATION**—An exquisite shade of deep orchid pink. Very full with large wide spoons of same color. When disbudded will attain size of 5 or 6 inches in diameter. Med. hgt. Mat. Oct. 20.

**WHITE SPOON**—Pure white, with an abundance of flowers 3 inches in diameter carried on good well shaped sprays. Med. hgt. Mat. Oct. 1.

**YELLOW SPOON**—Vividly alive, clear, brilliant yellow. Fine plant. Med. hgt. Mat. Oct. 1.

Northland Daisies

The plants in this section are low growing, freely branching and super-hardy. They thrive equally well in the open or indoors. The flowers are single, daisy like and frost resistant. The waxlike petals are gems of perfection. The deep green foliage bears the lacquered touch of an unseen Hand.

PRICE OF ROOTED CUTTINGS  
(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name .....	.70
1 each of the first six varieties .....	1.35

**ASTRID**—The dean of “Northland Daisies,” this semi-dwarf bears a wealth of large, shell-pink flowers. A perceptible old rose overcast lends warmth to the beauty of each delicately turned bloom. Hgt. 18 inches. Mat. Oct. 5.

**FROSTY MORN**—The blooms are very large measuring 3 inches in diameter with exceptionally wide petals. In the bud it is a blush pink but opens to a clear white. 2 ft. high. Mat. Oct. 5.

**GOOD MORNING**—A rich creamy yellow replica of Astrid with all the desirable growing habits of the latter. Hgt. 18 inches. Mat. Oct. 5.

**IGLOO**—A large pure white flower of fine texture and flawless form. Hgt. 18 inches. Mat. Oct. 5.

**KRISTINA**—The bright crimson color of the opening flowers gradually settles to varying shades of rose pink. A heavy producer of 3-inch blossoms on 2-foot stems. Mat. early Oct.

**LOKI**—A short, compact plant heavily laden with crimson-purple flowers of medium size. A splendid variety that will radiate colorful life in the depths of your garden or the seclusion of your home. Hgt. 16 inches. Mat. mid-Oct.

**MME. GADSKI**—A lovely soft salmon pink with a double row of petals. This variety is similar in character to Astrid. The flowers have very broad petals. Very prolific. Mat. Oct. 1 on.

**OCTOBER**—Rich golden yellow with very wide petals. Handsome dark leathery foliage. Mat. Oct. 1.  
50 cents each.

# Hardy Varieties

These varieties are especially recommended for regions where early frosts prevail as they possess hardy, early flowering qualities.

**ALEX CUMMINGS—**  
(B.N.) A lusty plant bearing 4-inch blooms. Vivid cerise softly shading to rose with gold tints in the center. Incurved center and reflex outer petals. Med. hgt. Mat. Oct. 3. **50 cents each; 3 for \$1.35.**

**ALLEGRO—**A suffusion of coppery salmon lends added warmth to the glowing shrimp-pink ground of this magnificent, fully double flower. A profusion of evenly balanced sprays on tall stiff stems rise from a strong vigorous plant. Hgt. 3 ft. Mat. Oct. 15

**30 cents each; 3 for 85 cents**

**AUTUMN ROSE—**This seems to be a blending of coral, rose, Jasper-red with soft buff undertones, yet sparkles with shades of shrimp pink. The flowers are of medium size and fully double. Short. Mat. early Sept.

**75 cents each; 3 for \$1.75**

**BEACON—**This rich coppery bronze pompon of recent origin is equal to the finest of its type. It actually glows in its beauty. Tall. Mat. Sept. 25.

**35 cents each; 3 for \$1.00**



**LAVENDER LADY**

**BOKHARA—**(B.N.). Has the exquisite loveliness of the famed Bokhara rugs in colors of rose madder, carmine and rich crimson. The strong well branched sprays may be beautifully arranged as cut flowers. The double flowers are beautifully formed. The plant is hardy and disease resistant. Med. hgt. Mat. Oct. 10.

**50 cents each; 3 for \$1.35**

**BETTY—**The color of this slightly blossom is a seductive shade of salmon-pink. Has a clean, upright habit of growth. Tall straight stems generously sprayed with full, double 2½-inch flowers. Excellent for cutting. Mat. Oct. 10.

**35 cents each; 3 for \$1.00**



**PINK RADIANCE**



**JUBILEE**

**BURMA** — An intriguing blend of glistening bronze, with undertones of copper and delicate pink. Fine dark green foliage add greatly to this luminous bit of perfection. Med. hgt. Mat. Sept. 1. (See color illus. page 25.)

50 cents each; 3 for \$1.35

**CHIPPEWA** — The flowers are large, full and slightly incurved. A bright aster-purple with a silvery mauve reverse, a novelty in color design foreign to this type of chrysanthemum. Hgt. 30 inches. Mat. Oct. 5. (See illus. page 25.)

30 cents each; 3 for 85 cents

**CHRIS COLUMBUS** — A prolific, easily grown variety that produces long, strong stems for cutting. Lovely ivory-white. Good quality. Med. hgt. Mat. Sept. 15.

35 cents each; 3 for \$1.00

**CORAL SEA** — A highly productive semi-dwarf that will take the rigors of wintery temperatures in full stride. The wax-like petals are salmon-buff suffused with coppery rose. The flowers are two inches in diameter, full and firm. The foliage is attractive and the stems are wiry. This variety should be given its rightful place as a permanent member of your Hardy family. Hgt. 20 inches. Mat. Oct. 5.

35 cents each; 3 for \$1.00

**COURAGEOUS** — (Dr. Kraus). Probably "the" red of the present day. Very full 2½-inch blooms on strong, 2-ft. plants. Provides a real "Mum Show" in itself. Mat. Oct. 1.

35 cents each; 3 for \$1.00

**ETHEL** — A rich red button pom of shapely proportions. Great productivity enhances the value of this flashy little gem of the garden for cutting, bedding or potting. Hgt. 20 inches. Mat. Oct. 15.

25 cents each; 3 for 70 cents

**FASCINATION** — (B.N.) This large, shapely decorative bloom many times attains a diameter of four inches. In color it is a charming shade of lavender pink, darkening somewhat at the center. We deem it one of our best new varieties. Med. hgt. Mat. Oct. 5.

35 cents each; 3 for \$1.00

**FORTUNE** — The gleaming white outer petals of this lovely bloom radiate from a deep cream center. The blossoms are massive, rich looking and make excellent cut flowers for decoration. About 2½ ft. tall blooming early Oct.

50 cents each; 3 for \$1.35

**GOLD TREASURE** — This 24-inch plant, thickly carpeted with golden yellow blooms, supplies an abundance of excellent cutting material. Long stems support heavy, well arranged clusters of 2½-inch flowers. Mat. early Oct.

30 cents each; 3 for 85 cents

**GOLDEN HOURS** — (Dr. Kraus). Finely formed, fully double, deep lemon yellow blooms. Broad, slightly incurved petals give a fluffy but firm texture. 2½ inches in diameter. Good foliage and free flowering. Med. hgt. Mat. Sept. 5.

35 cents each; 3 for \$1.00

**HUNTSMAN** — (B.N.). Vivid bright scarlet orange overlaid with bronze tints. Excellent for cut flowers. Strong-stemmed and long blooming. Med. hgt. Mat. Oct. 5.

50 cents each; 3 for \$1.35

**JEWELL** — A large button, bright pink in color. Very free flowering. Short. Mat. Oct. 1.

25 cents each; 3 for 70 cents

**JEWELRY** — An orchid pink button pom of exquisite daintiness. Tall, erect stems bear a profusion of branchy sprays. Myriad 1½-inch flowers are uniform in general composition. Tightly cupped petalage and firm, glossy foliage insure keeping quality. Hgt. 3 ft. Mat. Oct. 20.

35 cents each; 3 for \$1.00

**JUBILEE** — (B.N.) Here is a grand fall color for your garden, a lively deep red being almost crimson. A good pompon type with splendid sprays for short bouquets. A long blooming period follows the Oct. 1 debut of this floral beauty. (See illus. page 27.)

35 cents each; 3 for \$1.00

**LAVENDER LADY** — A true lavender flower devoid of all trace of mauve, purple or magenta. It is an unusually clean cut and attractive specimen attaining an incomparable lavender hue when mature. Is unusually hardy and is in full bloom by Oct. 5. Med. hgt. (See illus. page 27.)

25 cents each; 3 for 70 cents

**LEE POWELL** — (DR. KRAUS). Bold, large blooms of Chinese yellow blending to old gold. Very prolific. Med. Hgt. Mat. Sept. 25.

50 cents each; 3 for \$1.35

**LUCIFER** — This new introduction is best described as a brilliant red of excellent form and texture. One of the very best reds we have ever grown. Tall. Mat. Oct. 10.

35 cents each; 3 for \$1.00

**MAGNOLIA** — A high centered, 4-inch double blossom that bears a resemblance to the Magnolia in delicate color and fineness of texture. The opening flower radiates soft pink tints that gracefully give way to a permanent ground of creamy pink overlaid with soft yellow tones. A rugged, stocky, two-foot plant equally at ease in the garden or home. A long blooming period follows the mid-September debut of this bewitching floral masterpiece. (See front cover.)

50 cents each; 3 for \$1.35

**MASQUERADE** — Close, compact, cupped petals with the appearance of a perfect pompon. It is a hybrid of the "Jewel" family and grows not over two feet tall. Is a mass of brilliant silvery rose balls 1 inch in diameter shading to a dark rose in the center. Mat. Oct. 1.

35 cents each; 3 for \$1.00

**MISTY MAID** — (B.N.). Enthralling to lovers of soft colors. Deep rose-pink buds open gently to the most delicate shell-pink, nearly white in full bloom. A 3-inch informal decorative, borne in huge sprays. Short. Mat. Sept. 25.

50 cents each; 3 for \$1.35

**NEW PHILADELPHIA** — A scintillating purplish red decorative pom of solid substance. Distinctive individuality plus exotic pigmentation isolate this specimen from all others of similar type and color range. Hgt. three ft. Mat. Oct. 15. (See color illus. page 23.)

50 cents each; 3 for \$1.35

**PEPITA** — (DR. KRAUS). A most desirable early button of soft primrose yellow with a darker center. Maturing white. Well rounded 2-foot plant. Mat. Sept. 15.

50 cents each; 3 for \$1.35



**PHILADELPHIA**—A subdued orchid-lavender pom of refined daintiness. A wealth of supporting stems carry large clusters of fully double flowers 2½ inches in dia. Shining, vivid green foliage offers a pleasing color contrast. Hgt. 30 inches. Mat. Oct. 15. (See color illus. page 23.)

30 cents each; 3 for 85 cents

**PINK RADIANCE**—This vigorous plant is so completely covered with freely branching sprays of three-inch soft pink double flowers carried on clean, wiry stems, that the old stock phrase "freedom of bloom" seems tame and woefully inadequate as a descriptive agent. Hgt. 30 inches. Mat. Sept. 25. (See color illus. page 27.)

50 cents each; 3 for \$1.35

**ROSITA**—(DR. KRAUS). A good companion for "Pepita," differing only in color, being a rose pink. The petals are neatly and closely arranged. When this button pompon displays its pink flowers they completely cover the plant. Fine for a border. 2 ft. high. Mat. Sept. 15.

50 cents each; 3 for \$1.35

**RUBY**—Neither name nor reams of verbiage can do full justice to the great depth of color and liveliness of this gorgeous, well turned crimson bloom, rated the best of all hardy mums. A plant 2½ feet in height, will support the limit of large, evenly balanced sprays. Mat. early Oct.

25 cents each; 3 for 70 cents

**SAWYER'S GIANT**—A large decorative pompon similar to Lavender Lady. A deep shade of lavender shading into almost blue. Very hardy and resists the elements. Med hgt. Mat. Oct. 1.

35 cents each; 3 for \$1.00

**SEPTEMBER CHEER**—The brilliant cherry red of this bloom is a most dignified rich color of lasting quality. Unusual in its perfect form. Short. Mat. Sept. 25.

50 cents each; 3 for \$1.35

**SEQUOIA**—A rich amber double of captivating enchantment. Large clusters of perfectly formed three-inch flowers emanate a luminous glow that never fails to register appeal. Hgt. 30 inches. Mat. Oct. 10. (See color illus. page 23.)

25 cents each; 3 for 70 cents

**SPINDRIFT**—(B.N.) Beautiful double 3 inch decorative with a tiny hint of cactus petalage. Has softest cream centers, but soon becomes as ideally white as any mum. Attains 2 feet in hgt. Mat. Oct. 1.

50 cents each; 3 for \$1.35

**SUCCESS**—One of the best hardy varieties ever introduced in its color range. The individual blooms of rich crimson are about three of four inches across, produced in great numbers on heavy, well developed plants. Ideal in growth habit and type. Med. hgt. Mat. Oct. 1.

50 cents each; 3 for \$1.35

**SYMPHONY**—A Korean Hybrid that in truth is a symphony in color. A blend of mauve, coppery pink and soft lavender. Strong vigorous growth. Flowers very large, fully double. Excellent stems and foliage. Med. hgt. Mat. Oct. 10.

25 cents each; 3 for 70 cents

**TAPESTRY**—(B.N.) This lovely 3 inch decorative bloom opens a rich pink, turning to a marvelous ashes of rose with golden flush at the center. Med. hgt. Mat. Sept. 1.

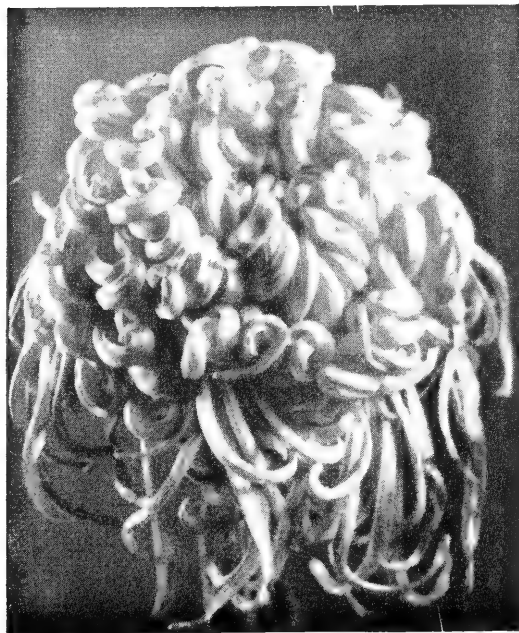
50 cents each; 3 for \$1.35

**TIFFANY ROSE**—A deep rose double with a faint cream undertone. A fusion of these colors at the base of each petal creates an inner halo of a golden hue, a colorful eccentricity which intensifies the beauty of this gorgeous three-inch flower. A bushy, free-flowering plant 20 inches in hgt. Mat. late Sept.

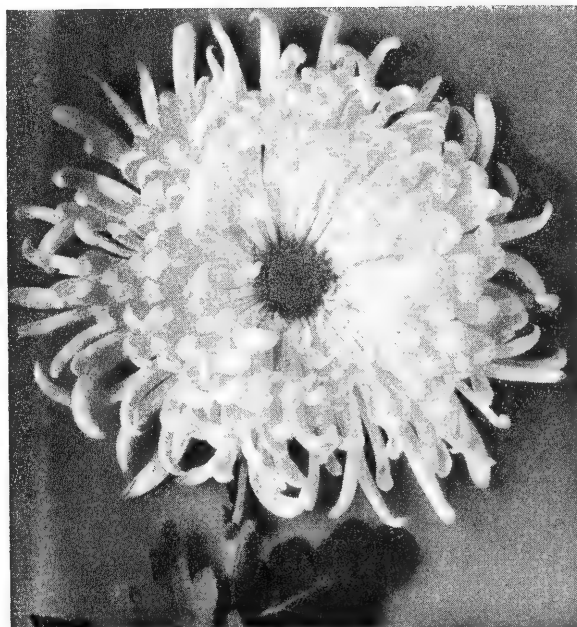
25 cents each; 3 for 70 cents

**YELLOW AVALANCHE**—One of the finest weather-resistant rich golden yellows. Clean, branching sprays carry a load of well-formed blooms. Med. hgt. Mat. late Sept.

35 cents each; 3 for \$1.00



KEGON NO TAKI



WM. ALEXANDER

# Large Pompons Suitable for Disbudding

## PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name.....	.70
12 of One Name.....	2.25

## BRONZE

**BRONZE DOTY**—Light bronze. Good sprays, strong stems. Tall. Mat. Nov. 5.

**BRONZE THYRA**—Lovely sport from "Thyra." The close, compact, cupped petals have the appearance of a pompon dahlia. Med. hgt. Mat. Nov. 1.

**CELEBRITY**—An excellent example of a decorative pompon. Color is a definite shade of apricot-bronze. Med. hgt. Mat. Oct. 25.

**FIREBIRD**—A perfectly formed bronze pompon slightly diffused with red. Fine for cutting having good stems and foliage. Med. hgt. Mat. Oct. 25.

## PINK

**ANGELO**—This early blooming pompon is one the best of its kind. A very soft delicate shade of pink. Tall. Mat. Oct. 5.

**ELORA**—Large, fully double solid flowers 2½ inches in diameter. A fine delicate shade of shell pink shading to orchid. Has fine waxy petalage and glossy foliage. Med. hgt. Mat. Oct. 5.

**FAIR MAID**—That rare, beautiful shade of clear daybreak pink so easy to look upon. 2½-inch blooms produced on fine sprays. Mat. Oct. 25.

**LILLIAN DOTY**—Beautiful shell pink. Flowers 3 to 3½ inches. Fully incurved. Tall. Mat. Oct. 15.

**PINK DREAM**—An excellent light orchid pink of the decorative type. Very large when disbudded. Mat. Oct. 25. **35 cents each; 3 for \$1.00**

**PINK SILVER BALL**—A sport from "Silver Ball" retaining the admirable characteristics of the mother plant. Blooms 3 inches in diameter. Med. hgt. Mat. Sept. 25.

**QUEEN OF PINKS**—Deep orchid pink of excellent quality. Makes a very fine pot plant or bush in garden as you can have ten to twelve blooms on each plant. When disbudded will attain from 3½ to 4 inches in diameter. Short. Mat. Oct. 15.

# Intermediate Type Pompons

## PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name.....	.70
12 of One Name.....	2.25

**ALGIERS**—A new bright apricot bronze pompon. Excellent compact sprays generously produce perfectly formed two inch flowers. Med. hgt. Mat. Oct. 25.

**BARCAROLE**—An easily grown golden yellow pom, extremely formal in appearance. High production rate and lack of sensitivity to cultural conditions are valuable assets. Tall. Mat. Nov. 5. (See color illus. page 25.)

**THYRA**—Deep lavender. Close, compact, cupped petals with the appearance of a pompon dahlia. A distinctive novelty. Med. hgt. Mat. Nov. 1.

## WHITE

**ARCADIA**—Pure white, well rounded blooms. Extremely productive. Mat. Oct. 25.

**DIANA**—A snowy white bloom of exquisite lacy daintiness. This flower is one of the very best of its type and every 'Mum grower deems it a "must" in the garden. Med. hgt. Mat. Nov. 5.

**PRISCILLA**—Compact rigid sprays carry a maximum of clear white ball shaped flowers. Deep green foliage. Med. hgt. Mat. Nov. 25.

**SILVER BALL**—Pure white. Flowers 3 inches in diameter. Hgt. 4 ft. Mat. Sept. 25. (See color illus. page 25.)

**WHITE DOTY**—Very large, clear white. Tall. Mat. Oct. 25.

**WHITE PEARL**—Pure white variety of good petalage and foliage. Med. hgt. Mat. Oct. 25.

## RED

**RED DOTY**—Very large red similar to White Doty except in color. Tall. Mat. Oct. 25.

**RED RUST**—This brilliant red and gold large pompon has unusual color combination. Without doubt one of the finest of early blooming. Excellent stem and foliage. Tall. Mat. Oct. 20.

## YELLOW

**CINCINNATI**—A rich golden yellow pompon which produces quality blooms when disbudded. Short. Mat. Oct. 10.

**GOLDEN FAIRY**—An excellent yellow, equally good when disbudded or grown in sprays. Med. hgt. Mat. Oct. 15.

**GOLDEN HERALD**—Rich golden yellow decorative pompon, large flowers, good stem and attractive foliage. Free-flowering. Med. hgt. Mat. Oct. 25.

**YELLOW ARCADIA**—Same as Arcadia in all respects save color, which is a golden yellow. Med. hgt. Mat. Oct. 25.

**YELLOW DOTY**—This is a far superior bloom to the old yellow Doty. Has good foliage and a stiff stem. Tall. Mat. Nov. 15.

**BONTON**—A small intermediate of the button formation. From a distance it appears to be a solid golden bronze in color, but upon closer inspection it shows a mass of tightly cupped petals, the exterior surface of which show a golden bronze and the interior of which show a bright red. A most beautiful contrast. Tall. Mat. Oct. 15.

**BRONZE DOT**—A delightful sport from "Pink Dot" with most satisfactory growing habits. Med. hgt. Mat. Oct. 25.

**CALIFORNIA FIREBIRD**—Bronze with glints of gold. Exotic in formation and very graceful. Tall. Mat. Dec. 1. (See color illus. page 25.)

**CHRISTMAS CHEER**—We recommend this variety to those desiring flowers for Xmas. The color is a rich deep yellow which does not lose brilliance under artificial light. Three-foot plants carry a profusion of two-inch flowers. Mat. Dec. 15 on.

**CHRISTMAS RED**—Deep red decorative. Med. hgt. Mat. Dec. 10.

**EARLI WHITE**—A good pure white pompon of exquisite beauty. One of the best early whites. Tall. Mat. Oct. 1.

**EDITH ROBERTS**—Splendid firm large button type pompon. A very deep orchid pink, similar to Minuet which is shown in color on Page 19. (Minuet we have dropped). Med. hgt. Mat. Sept. 25.

**GOLD COAST**—Fine sprays of a brilliant yellow. Heavy bloomer. Med. hgt. Mat. Oct. 25.

**GRENADIER**—Rich, mahogany red decorative pom of great merit. Tall. Mat. Oct. 15.

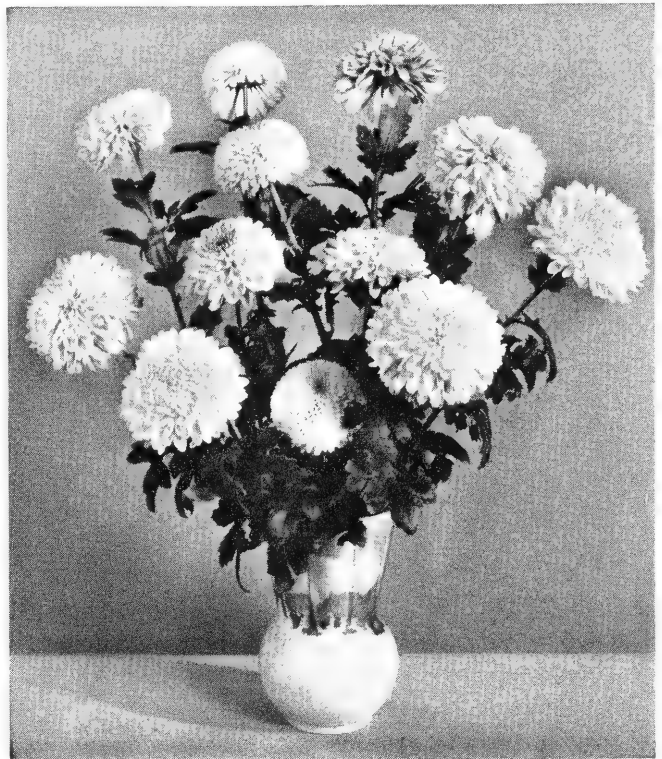
**JOAN WELLS**—Good bronze. The center is a much darker shade, which adds greatly to the attractiveness of the bloom. Tall. Mat. Oct. 15.

**MISSION**—A delicate pink with a dark maroon center. This is one of the most outstanding intermediate pink blooms. Med. hgt. Mat. Nov. 10.

**PINK DOT**—This lovely bloom of soft delicate pink with its darker center, is an old introduction, but still retains its popularity among mum lovers. Med. hgt. Mat. Oct. 25.

**RED ROBIN**—Deep crimson which is a very difficult color to find. This has very compact blooms on long well branched sprays. Tall. Mat. Oct. 25.

**REVELATION**—The blooming period and undespoiled whiteness of this flowery, decorative gem bring to mind with vivid clearness the Yuletide carol "White Christmas." Tall. Mat. mid-Dec. on.



AN ASSORTMENT OF DISBUDDED POMPONS

**ROBIN HOOD**—Rich deep blood red flowers 1½ inches in diameter. Ranks first in its class. Clean, clear cut in all respects. Med. hgt. Mat. Nov. 5. (See color illus. page 25.)

**SEAFOAM**—A medium sized, clear white pompon of virgin purity. The snowy clusters of full, well rounded flowers on tall, trim stems is accentuated by the vivid coloring of the underlying greenery. Med. hgt. Mat. Nov. 20.

**YELLOW DOT**—An unusually good yellow with dark center. Is a good bloomer and makes a good cut flower. Med. hgt. Mat. Oct. 20.

## Button Type Pompons

### PRICE OF ROOTED CUTTINGS (Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name .....	.70
6 of One Name .....	1.25
12 of One Name .....	2.25

**ANNETTE**—A charming smoky pink. The little button has neatly arranged petals which form a perfect ball. There is lovely light mauve sheen over the flower which adds greatly to its beauty. Tall. Mat. Nov. 1.

**ANN FULTON**—A clear pink with a deep rose center. Will produce a mass of blooms about Oct. 25. Med. hgt.

**BABY**—Hundreds of diminutive, brilliant yellow flowers ½ inch in diameter envelope this plant in a picturesque display of mass formation. Hgt. 30 inches. Mat. Nov. 15.

**BOBETTE**—Lavender with darker center. Good bloomer. Med. hgt. Mat. Dec. 5.

**BRIGHT EYES**—This lovely blush-pink bloom with its deep carmine eye is a sight to behold. A most charming thing. Med. hgt. Mat. late Oct.

**BROWN BUTTON**—Bronze. Very prolific, upright growth. Mat. Nov. 10.

**CHO CHO**—Large pink button of excellent quality which produces well on good stems. Med. hgt. Mat. Oct. 10.

**CLARA JAMESON**—Small bronze of good substance and brilliant color. Med. hgt. Mat. Nov. 1.

**CLARE**—White. Compact baby button. Very prolific. Mat. Nov. 15.

## Button Type (continued)

**COTTON TOP**—An early blooming white button of good quality. Tall. Mat. Oct. 15.

**ISOBEL**—A deep pink with tightly cupped petals. Blooms are medium in size grown on good stems. Med. hgt. Mat. Oct. 25.

**JUDITH ANDERSON**—A golden yellow of solid substance and a hardy habit of growth. Stocky plant. Mat. Oct. 15.

**LOIS**—A dark golden button shading to orange. It is very similar to Nuggets in formation and growing habits. It meets with our hearty recommendation. Med. hgt. Mat. Nov. 5.

**NUGGETS**—One of the best early yellows, rich golden in color. Has an excellent foliage and stiff stem. Will not droop when laden with moisture. Med. hgt. Mat. Oct. 25.

**PATSY DOWD**—Brilliant red bloom of good texture and formation. Short. Mat. Oct. 25.

**PINOCCHIO**—A small, glistening white button that spells perfection in all details. The flowers are firm and very full. The petals are cupped and closely spaced. The plant is tall and freely producing. Mat. Oct. 25.

**SNOWFLOWER**—Large pink and white button of good texture and form. Med. hgt. Mat. Nov. 15.

**YELLOW IRENE**—A large compact lemon sport of Irene. Short. Mat. Oct. 15.

## Anemone Section

The Anemone flowered chrysanthemum consists of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets sometimes of the same color, sometimes otherwise. The large flowering Anemone types, all of those catalogued herein being included, are usually pinched when small, permitting four to six growths to continue until buds are formed.

### PRICE OF ROOTED CUTTINGS

(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name .....	.70
12 of One Name .....	2.25

## BRONZE

**BRONZE TUXEDO**—An apricot bronze sport from Tuxedo. Has the same excellent qualities of the former, differing in color only. Tall. Mat. Nov. 1.

**CORAL BLAZE**—Deep orange bronze petals radiating from a well delineated disc of quilled florets, a trifle shallower in tone. Med. hgt. Mat. Nov. 25. **75 cents each.**

**ESTRELITA**—A buff bronze throughout, conspicuous for the great size of its regular flat disc of quilled florets as opposed to its shorter serrations of ray petals. A sturdy grower of medium hgt. Mat. Nov. 15.

## PINK

**ADMIRATION**—Lavender pink with yellow cushion. Tulip shaped. Short. Mat. Oct. 15.

**DARK PINK ENCHANTRESS**—This lovely rich pink bloom rewards one for disbudding. Med. hgt. Mat. Nov. 30.

**ELIZABETH**—The sharply pointed ray petals of this lovely bloom are a soft delicate pink with a lilac sheen. The tubular disc florets which form the cushion are lemon yellow in color. The color combination is indeed very striking. This flower is perhaps the largest of its type. Med. hgt. Mat. Nov. 1. (See illus. right.)

**35 cents each; 3 for \$1.00**



**ELIZABETH**

**FRIEDA**—Ranging from a deep shell pink to a deep orchid pink in accord with a corresponding moderation of high temperatures. Has small yellow cushion. Produces wide spread sprays on stiff sturdy stems. Blooms six inches in dia. when disbudded. Tall. Mat. Oct. 15.

**TUXEDO**—An exceptionally large, light pink with wide sharply pointed ray petals radiating from a flat disc of quilled florets of slightly darker shade. We can unreservedly recommend this variety as one of the most outstanding specimens of the anemone type. Tall. Mat. Nov. 1.



## WHITE

**FRANCES SCHOEN PARK** — Dazzling white ray petals with a cushion of cream white which occasionally has a soft shade of pink. It is one of the most outstanding of this type and when disbudded will compare most favorably with any exhibition Anemone, being about 6 inches across. Med. hgt. Mat. Nov. 1.

35 cents each; 3 for \$1.00

**SINCERITY**—White with high, rounded white cushion. Med. hgt. Mat. Oct. 25.

**WHITE FRIEDA** — The same as Frieda in all respects except color. Tall. Mat. Oct. 15.

## RED

**GARNET**—Deep red intermediate anemone of good quality. Med. hgt. Mat. Nov. 5.

**MURAT**—This lovely dark red is surely a must for fall cutting. Med. hgt. Mat. Nov. 10.

**THE TITAN**—Scarlet crimson with bronze red cushion. Large blooms, stiff stem. Tall. Mat. Nov. 5.

## YELLOW

**YELLOW ESTRELITA** — Large and very full. Petals and cushion deep yellow. Tall. Mat. Nov. 10.

**YELLOW SINCERITY** — Sport from Sincerity. Same in all respects except color.

## Cascade Varieties

PRICE OF ROOTED CUTTINGS  
(Unless Quoted Otherwise)

Each .....	\$ .25
3 of One Name.....	.70
12 of One Name.....	2.25

**ANNA**—Pure white single with a golden yellow center. Blooms 2 inches. (See illus.) Nov. 1.

**BETTINA**—Dark pink single. Blooms 1½ inches. Mat. Oct. 1.

**BREAKING DAWN** — Light pink anemone. Tubular petals with spoon tips. Blooms 1¼ in. Mat. Nov. 5.

**BRIDAL VEIL**—Pure crisp white single flowers—quite small. Mat. Oct. 25.

**FIREFALL** — Garnet red single. Blooms 2 in. A free bloomer of striking beauty. Mat. Nov. 1.

**FORTUNE CASCADE**—Semi-double blooms of a magenta purple. Mat. Nov. 10.

**GOLD DUST**—(Our 1951 introduction). Golden yellow Anemone with high, well rounded, yellow cushion. Blooms 1½ in. in diameter. Mat. Oct. 10.

**HALLOWE'EN** — A burnished coppery bronze fuses the central disc of quilled florets and the double row of flat ray petals into a composite coloring of rare beauty. Flowers 3 inches in diameter. Med. hgt. Mat. Nov. 20.

**JANE HARTE**—Yellow sport from Anna. Same in all respects except color. Mat. Nov. 1.

**NIAGARA FALLS**—Cream white blooms about 3 inches in diameter. Has excellent cascade qualities. Mat. Oct. 20.

**ROYALTY**—A purple anemone having a prominent cushion of quilled florets a bit lighter in shade than the Royal Purple coloring of the encircling short, flat ray petals. Mat. Oct. 25.

**YAMABUKI** — Bright yellow anemone with golden yellow cushion. Very outstanding. Blooms 1½ inches in diameter. Mat. Oct. 25.

## HARDY CUSHION AND DWARF MUMS

We suggest these for borders, rock gardens, pot plants, or wherever low, bush, mass color effect is desired. They do best when left in the ground for a second and third flowering season. Then separate the following spring. These will give you blooms from early September on.

Each .....	\$ .25
3 of One Name.....	.70
1 each of any Six Varieties.....	1.35

**AMELIA**—This little gem of bright pink, with lovely foliage, is considered the "Mother" of all cushion chrysanthemums. It is indeed a charming thing.

**DEAN KAY**—Very hardy deep pink of unusual beauty. Grows about 15 inches tall.

**GOLDEN CARPET** — (B.N. 1949). Exactly as named. Veritable 2-foot rug of golden yellow pompons almost clinging to the ground. A marvelous mound. 50 cents each; 3 for \$1.35

**GOLDEN CUSHION** — Rich golden yellow. A well formed plant of the Amelia strain.

**MAJOR CUSHION** — An exquisite pinkish mauve. As the flower matures it takes on a silvery sheen and there is a deeper shading near the center. This plant will bloom during June and July. Cut it back and it will bloom again in the later fall months.

**ROSE MOUND** — A fine plant with a mass of lovely deep lavender rose button pompons.

**SANTA CLAUS**—Exceptionally hardy crimson. 18 inches. Mat. Oct. 5.

## GENERAL CULTURAL SUGGESTIONS

Following are a few vital facts pertinent to the subject of successful chrysanthemum culture:

**SOIL CONDITIONING**—The chrysanthemum is a gross feeder. It is, therefore, necessary that the soil in which it is to be planted contains a sufficient amount of plant food to supply, without the aid of too frequent applications of liquid or commercial fertilizer, the demands of a long growing season. If in doubt as to the fertility of your land, we suggest that you work in with it a thoroughly rotted manure, well in advance of planting date and in quantities commensurate with the soil in question. Loose, sandy soil, particularly when of a nature unquestionably deficient in organic matter, should receive a heavier application per unit of space than that required by the same unit of space in a heavier and more productive soil.

The nature and amount of plant food to be used during the growing season can best be judged by the character of your soil and the variety and condition of the plants to be treated. Avoid the hazards of over-fertilization. Discontinue feeding when buds begin to show color.

**PLANTING**—Early planting is an important factor in the timely formation of a robust root system, a prerequisite to the growth of strong, sturdy plants and quality flowers. When seasonal blooms are desired at an advanced date it is doubly important that planting be done early in order that plants may attain sufficient height to permit the taking of crown buds. (SEE BUD SELECTION.)

**WATERING**—Variation in the composition of soils and variation in climatic conditions, due to geographical differences, render the matter of watering a problem for local study and solution. However, here are a few salient points ever to be kept in mind if you are to avoid the consequences of a careless, haphazard plan of irrigation.

We cannot emphasize too strongly the necessity of keeping the roots of your plants moist at all times. To subject them to a drought, however slight, will cause a sudden check in growth, a setback that may later be responsible for a host of trouble—the appearance of rust, mildew, blighted or blackened foliage and the premature hardening of wood, premature setting of buds with a sequence of partially developed and misshapen flowers.

Avoid overwatering as it is apt to lead to equally disastrous results. Confine your irrigation activities to a time of day sufficiently early to allow superficial drying of foliage before nightfall.

**STOPPING**—When the young plant has become firmly established—normally within a period of two weeks from planting date—pinch out the top. This simple operation is known as "stopping" and will bring about the formation of three or more new shoots, the subsequent handling of which must be governed by whatever plan you may have for their future disposal.

In order to dwarf your plants, make them bush out, and to increase their yield of blooms it may be necessary to "stop" them a number of times, the proper number to be determined by the particular variety of plant in need of such attention and the specific result desired.

**RESTRICTION OF LATERAL GROWTH**—A plant, when allowed to retain no more than one, two or three stems, will develop much larger blooms than it will if permitted to grow without restriction. This is especially true of the large flowering types—exhibitions, commercials, spidery sorts and some of the larger anemones.

When the plant's energy, governed as it is by the amount of needed elements it assimilates from the soil, is used in feeding a profusion of growth, we cannot well hope to obtain maximum results as regards size, color or shape of bloom.

Excellent results may be had by raising four, six or eight disbudded blooms on plants of the larger pompon, anemone and single types suitable for the purpose, the number to be chosen varying with the type and variety of plant.

**BUD SELECTION**—Early in August many varieties produce a cluster of buds, the central and larger of which is termed the early or crown and the encircling buds vegetative. For exhibition types and many of the large commercials, it is desirable to "take" the crown bud.

While the term "take the bud" may be enshrouded in ambiguity, it simply involves the mechanics of removing the buds not to be used and reserving the one chosen as the best for development. Therefore, if you wish to "take" the crown bud, you remove the encircling buds and reserve the one in the center.

If it is desirable to use what is commonly known as the terminal bud, the foregoing operation is reversed. The central or crown bud and all but one of the encircling or vegetative buds are removed. From the remaining bud will spring a vegetative growth that will in time produce another cluster of buds, the central one of which should be "taken" or reserved and all others removed.

All crown buds, excepting those from plants of an extremely early blooming habit, appearing in the months of May, June and July, should be removed along with all excess lateral growth. It is also necessary to keep all axillary and basal growth broken out. The plant should be given a thorough going over at frequent intervals in order to keep it free from all superfluous growth, thus insuring a minimum waste of plant energy.

**SPRAYING**—The chrysanthemum is not immune to damage frequently caused by the uncontrolled activities of a variety of common insect pests; neither is it secure against the inroads of malignant fungi that may find in it a beneficent host unless preventative measures are taken. It is therefore wise and prudent to start spraying early.

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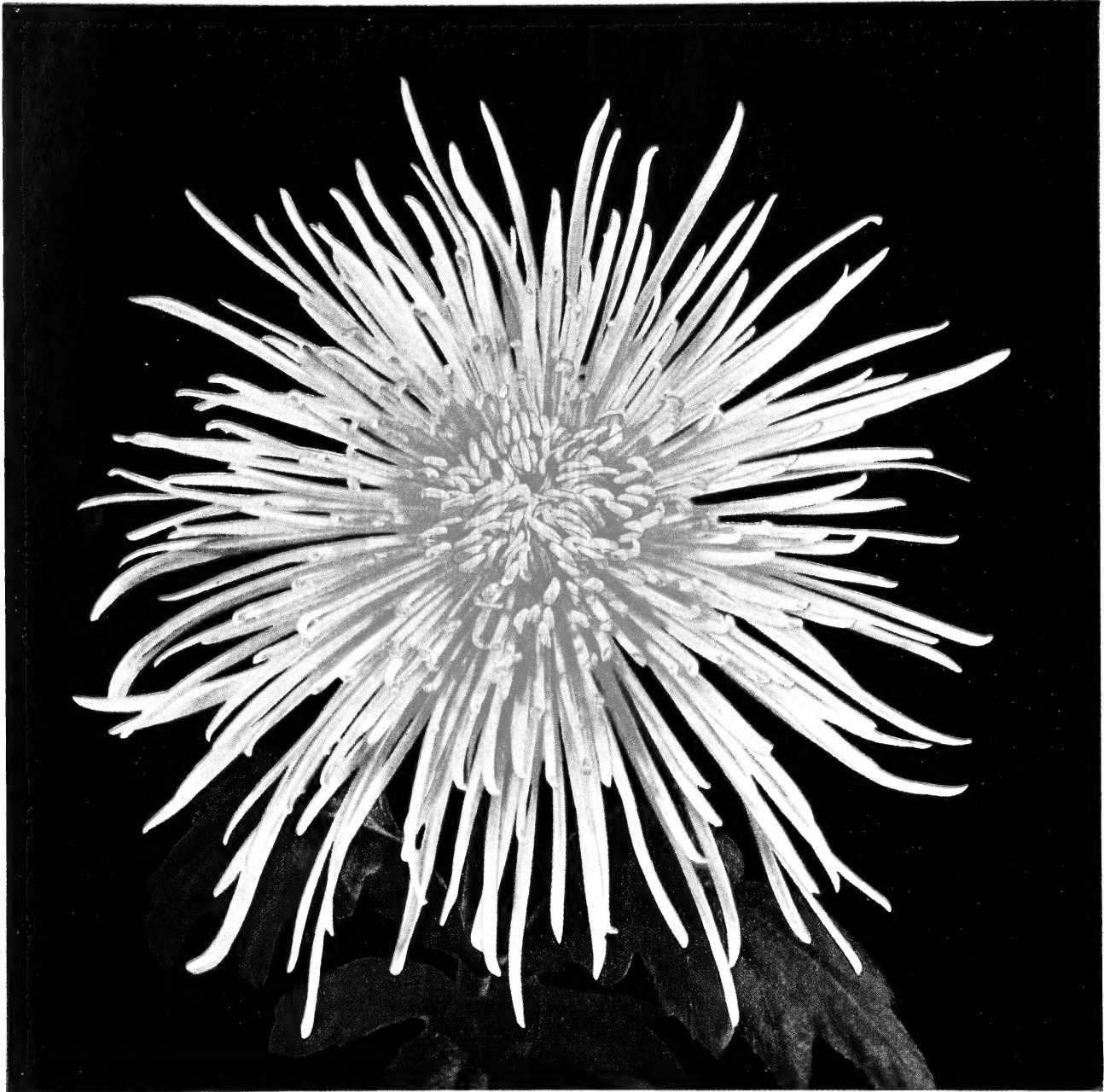
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QUALITY

# *Chrysanthemums*



SOUVENIR

## BLANCHARD GARDENS

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